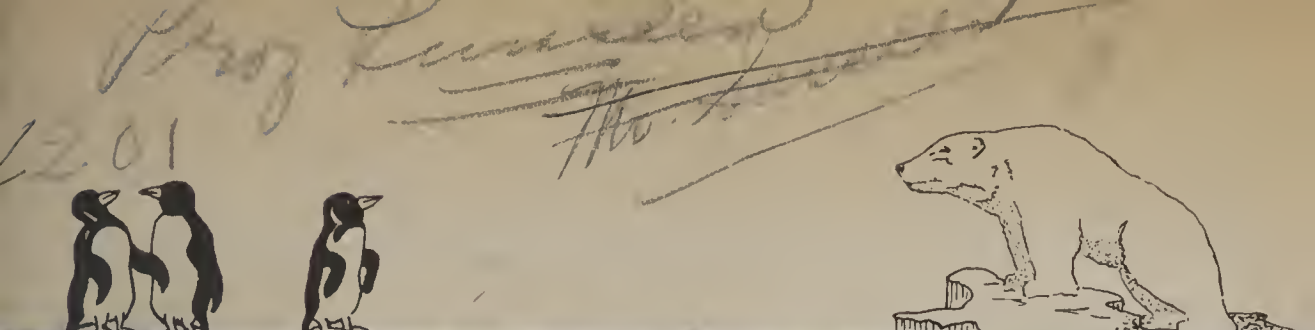


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Do not assume content reflects current scientific knowledge, policies, or practices.



WINTER HARDY CAMELLIAS

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U.S. Department of Agriculture



Lot 123

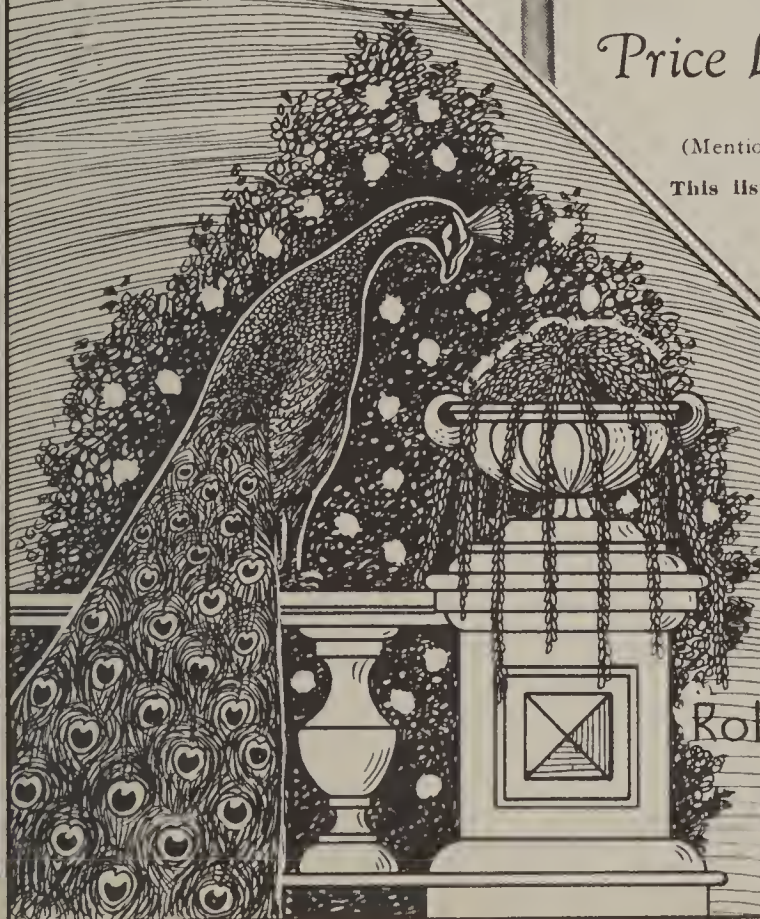
Price List No 77

(Mention this list number when ordering)

This list cancels all previous quotations.

for

1939



Robt. O. Rubel, Jr.

*Camellia
Specialist*

H. DEVINE

“Longview” Crichton, Ala., U. S. A.



“LONGVIEW” is not connected or affiliated with any other florist or nursery establishment on Moffatt Road, or having same post office address.

Price List



You have a new experience in store when you "discover" Camellias, learn their infinite variety, their awe-inspiring perfection. These delightful winter-blooming evergreens will create a new and unflagging interest in your life.

The flowers of fine Camellias are thrilling, with their alluring color tones, their perfect and numerous forms, their appealing individualities.

Lovers of flowers cannot restrain their admiration and enthusiasm for these brilliant blossoms of exotic beauty, of stately grandeur.

Their easy culture and winter hardiness in Southern gardens, or in "cool" greenhouses, make it a delight to own and grow them.

Europe and America are indebted to China for the introduction of these winter gems of floriculture. They were brought to Europe by George Joseph Kamel in 1739. However, they were at first killed by kindness, through the mistaken notion that they must be kept in hot greenhouses in winter months.

Far from needing coddling, Camellias are sturdy. Thunberg in his "Flora Japonica", published in the 1784's, says that Camellias endure six degrees above zero. Curtis, publishing the Botanical Magazine at the same period, in Vol. 1, No. 1, 1788, declares they may be as hardy as laurels and magnolias.

Numerous authorities can be cited as to their hardiness against cold if properly cared for. Their winter hardiness, resistance to cold, depends largely on congenial root environment, (soil) with the associated factors of plant foods in balance, shade from morning sunshine during sub-freezing weather, and proper mulching of the ground.

Under greenhouse or cold-frame culture, Camellias are tolerant to extreme cold, many varieties opening their buds freely at such times.

Of course, Camellias are not so hardy as Polar bears or Antarctic Penguins. Accordingly, we do not recommend to plant them outdoors in Central, Northern and Mountain states. They thrive in outdoor gardens along the coast from Norfolk, Va., and through the Gulf States, as well as along the Pacific Coast as far north as Vancouver, B. C.

Growing good Camellias as a hobby brings lasting joy, thrills ever new and augmenting enthusiasm as the flowers unfold in a constant succession, revealing their faultless beauty, like gems amidst their glossy, dark-green foliage.

You will not regret your investment in LONGVIEW Camellias. No other outlay of money will bring so much pleasure and so lasting as that you may expect from LONGVIEW Camellias. The proof that good Camellias become treasured possessions as years pass is that seldom do you find an owner who can be persuaded to sell a choice plant.

On the other hand, if one can be persuaded to sell, there is a profit in it. Many customers who have bought from us in the past fifteen years have resold their plants for ten to twenty times their cost.

No other investment you may make is so sure to repay in satisfaction as long as you keep it, in enhanced money value if you sell it.

Stop and think! What other investment did you make last year, five years ago, or ten years ago, that still represents a profit or the possession of which gives you constant satisfaction? We can safely say if you bought LONGVIEW Camellias, good varieties, for we grow no other, they give and will continue to give you, renewed eagerness for each returning season of bloom. And if you desire, you have an opportunity to sell them at a substantial advance on what they cost you.

When you acquire LONGVIEW Camellias, you make an investment in abiding satisfaction. Nobody can tell you convincingly of the deep and intriguing allure of owning a choice collection of LONGVIEW prize-winning Camellias. You just have to try it yourself.

Address all orders and correspondence to

"LONGVIEW" ROBT. O. RUBEL, Jr., Prop. Crichton, ALA.
Camellia Specialist

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Photographs, text and layout of this Price List, by
Robt. O. Rubel, Jr., Camellia Specialist, Crichton, Ala.

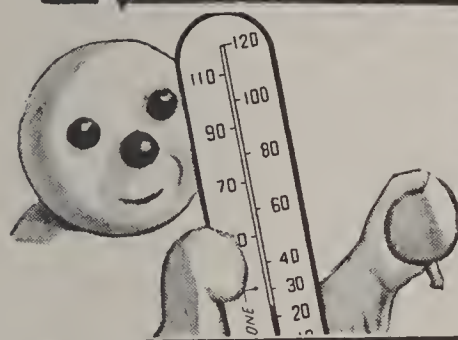
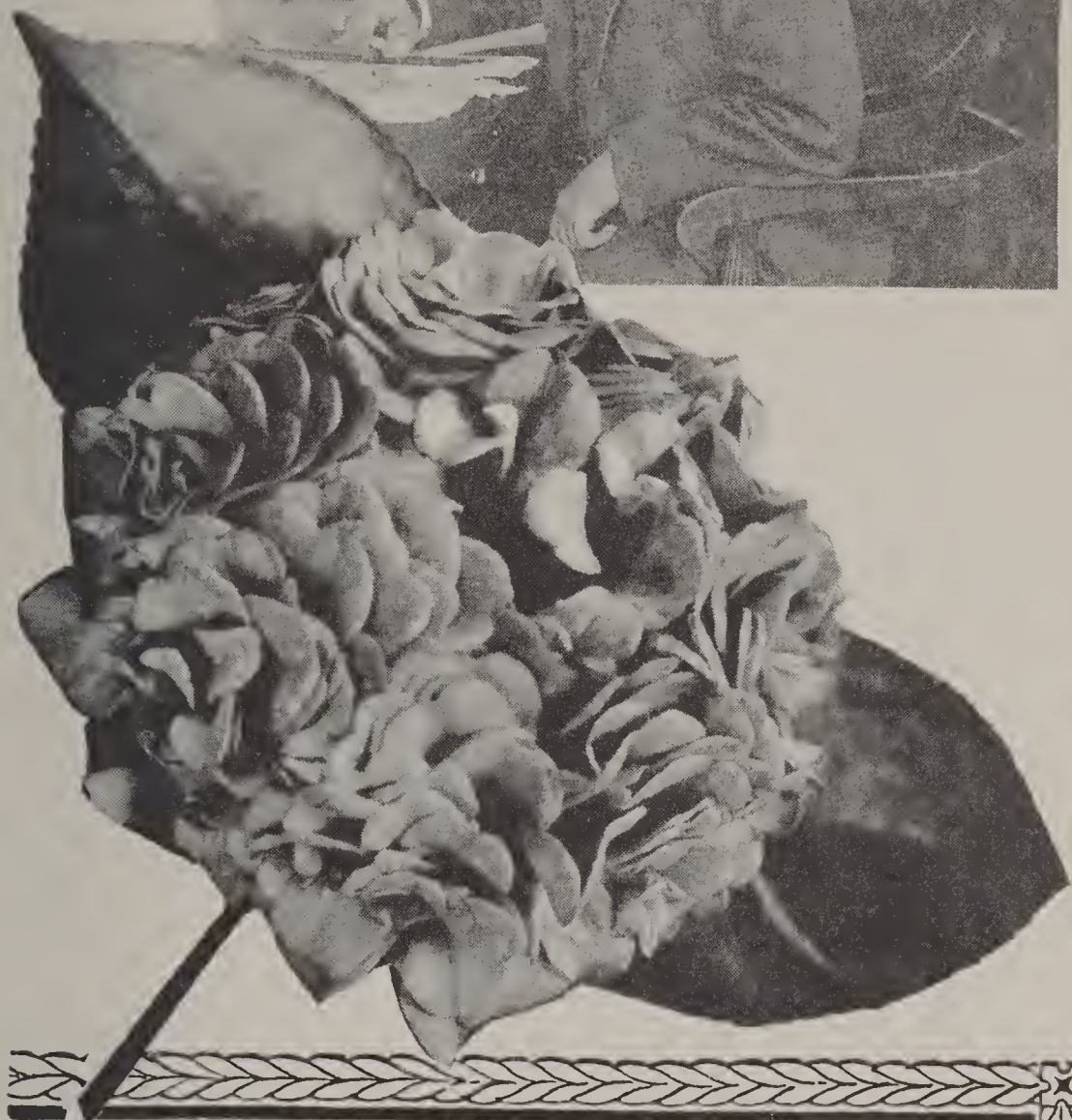
MEMBER



MOBILE, ALA.



Mobile Exchange
Belmont 2001-R



Winter Hardiness

During the 1935-36 season, the soil froze solid in the pots of Prof. Sargent Camellias. With 18 freezes and sub-freezes with a minimum temperature of 20 degrees F., this variety produced perfect flowers 3 to 7 days following each freeze.

Henry Ward Beecher Once Said:

"Flowers have an expression of countenance as much as men . . . some seem to smile, some have a sad expression; some are pensive and diffident; others again are plain, honest and upright.

Prof. C. S. Sargent was a noble character of ability, sagacity and whose national influence has been responsible for the introduction of numerous exotic plants to the U. S. A. and the conservation of millions of acres of forest lands throughout the States.

For 54 years he was a director of the Arnold Arboretum. More than 50 years a member of the Massachusetts Horticultural Society.

Lot 15, Camellia, named in honor of Prof. C. S. Sargent, exemplifies both strength and dignity of character, in form, structure, boldness of its distinctive coloring, and freedom of blooming under adverse weather conditions.

Its solid, compact, globular flowers, 3 to 3½ inches in diameter, composed of 230 incurved petaloids, resembles a full flowered Chrysanthemum. Blooms freely from middle of November through March.

The color of individual flowers vary with the degree of acidity of soil, and the amount of sunshine the plant receives.

This is one of the most satisfactory winter-hardy free-blooming Camellias, of vigorous, upright, compact growth.

The parent plant, 12 feet high, about 20 years old, grew in a nearby garden. In 1930, an out of town purchaser paid over \$700.00 for this Camellia.

You will add charm to your garden or conservatory if you grow this lovely variety of Camellia.

15-18" plants, propagated 1934, branched, 1-gal cans	\$2.00
18-24" plants, propagated 1934, branched, 6" pots	2.50
24-30" plants, propagated 1934, branched, 6" and 7" pots	3.00
30-36" plants, propagated 1931, branched, 9" pots, budded	6.00
36-42" plants, propagated 1931, 9" pots, branched, budded	7.00
36-42" plants, propagated 1930, 9" pots, branched, budded	8.00
42-48" plants, propagated, 1930, 10" pots, branched, budded	9.00

Columbus, Ga., March 5, 1937.—"I have a Prof. Sargent Camellia from you; several people wanted to buy it, but what is mere money compared to a lovely Camellia plant." J.E.P.

Out of deference to our customers, we are not publishing the names of our customers, who have written the unasked for testimonials appearing in this list.

"Longview" Crichton, Ala.,

CAMELLIA SPECIALISTS

ROBT. O. RUBEL, JR., PROP.



Floral Gems From China

China, rich in flora, has contributed to Europe and America vast numbers of our finest exotic flowering plants. Among these introductions, Camellias are the most outstanding species of all flowering plants.

The first Camellia plants were brought from China to Europe in 1739. Later importations of small plants, sold at very high prices.

Real interest and enthusiasm in Camellias dates from the importation of the varieties ALBA PLENA and the Double striped plants by Capt. Connor of the East India Co., for John Slater, Esq., in England, 1792.

Two years later a double red was imported from China by Sir Robt. Preston.

No additional importations were made until 1806 when Sir Abraham Hume secured from China the well known Camellia named in honor of his wife, LADY HUME'S BLUSH and a variety called WARATAH. By 1812, Camellias began to excite attention of every cultivator, and new varieties were eagerly sought after.

Cross pollenization of single and semi-double sorts by European nurserymen resulted in developing many new seedlings of merit. The June, 1818, edition Botanical Cabinet, published in London, states:

"There can hardly be a grander sight in nature than a large house full of these beautiful plants when in bloom. We have sometimes had upward of twenty thousand flowers of the different varieties all open at once. They continue for a considerable time, especially if shaded a little from the sun."

"Twelve distinct sorts are at present cultivated in this country. They have all been originally imported from CHINA, where it is said that several more kinds exist."

A year later, Samuel Curtis wrote the first monograph on the genus Camellia, describing twenty-five named varieties. Four other varieties imported from CHINA by Capt. Rawes for a Mr. Palmer had not yet flowered, and judging by their foliage, it was thought they were distinct sorts.

Curtis goes on to state that Camellias, (Tsubaki vulgo) also grow wild in Japan, but:

"The Japanese, having no commercial intercourse with other countries, and being restricted by their rulers from leaving (their islands), dedicate most of their time to the cultivation of the earth, etc."

The LADIES MAGAZINE OF GARDENING, by Mrs. Loudon, published in London, 1842, states in part:

"Several other varieties of Camellias have been imported from China, and **ABOVE A THOUSAND OTHERS HAVE ORIGINATED IN EUROPE.**"

By the time Commodore M. C. Perry, United States Navy, forcibly made the Japanese sign a treaty for commercial intercourse, March 31, 1854, European and American horticulturists had produced, by cross pollenization of the few original importations from CHINA, every conceivable form, color, color combination and type of Camellia flower.

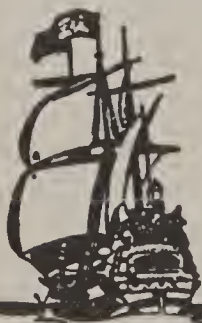
To CHINA, land of mystic, oriental culture, science and invention that anti-date Christianity, we are indebted for the most beautiful of all flowers known to commerce.

To the flower lover, when the fever of collecting Camellias "gets you", it is worse than the most violent case of philately or antique collecting.

Their bewitchingly lovely flowers in numerous color combinations, various forms, and almost countless varieties will excite your admiration.

Life begins when you learn the beauty and fascination of growing these fine floricultural gems of China.

And when you grow LONGVIEW Camellias, you'll have an incomparable sense of satisfaction . . . the knowledge you have obtained varieties that have achieved recognition as the most beautiful sorts in commerce.



KOCHOW, KWONGTUNG, CHINA.—
"I am enclosing order for Camellias. They are great favorites with the Chinese who raise them in pots, even plants five and six feet high. In this locality I have noticed only several varieties, but I was in one garden near here, when the plants were not in bloom, and there were more than a hundred plants of all sizes.

A year later this same customer writes:
"The Camellias I ordered from you before I left here came while I was away and two of them bloomed this season.

"I have been around to several gardens. They, of course, grow everything in pots. Camellias are favorite flowers with the Chinese, and even the elegant gentlemen, who ordinarily would not soil his hands with anything like labor will take care of a Camellia plant."



RED CAMELLIAS



"One generation plants Camellias which many future generations enjoy."
—Chinese Proverb.

LOT 16

There is character and charm that retains fastidiousness and Oriental elegance in this informal variety of Camellia.

For the sake of accuracy, we do not offer it under a horticultural name. In fact, we have been unable to find an authority for the many names it is sold to the trade by various nurseries.

For example, it is frequently offered as CHRISTMAS GLORY, ORIENTALA, ARAJISHI, HONNEUR de AMERIQUE, ROSE EMERY, (sometimes spelled ROSE EMRY). We believe the last two names are corruptions of ROSE ANEMONE.

Most likely ANEMONEOFLOA RUBRA was the name it was introduced to commerce, many years ago. It is easy to understand the reason a more simple name than the last one has been suggested.

In spite of these aliases, it is a unique variety. Individual flowers vary in form and structure, all of which are worthwhile as florists' cut flowers.

The color of flowers can be changed from deep crimson to rose pink, by simple adjustment of acidity or alkalinity of soil in which they are grown.

The parent plant, grown outdoors in a Southern garden, blooms freely from Christmas thru February, tolerating subfreezing weather with little injury to the flower buds.

Height	Size Pot	Propagated	Character	Each
24-30"	7½"	1932—	Branched, budded	\$4.00
30-36"	7½"	1932—	Branched, budded	4.50
30-36"	9"	1931—	Branched, thin, budded	8.00

Milwaukee, Wis.—"We are in receipt of the shipment of Camellias which you recently made us. They arrived in perfect condition, not a leaf broken, they are a wonderful lot of plants."

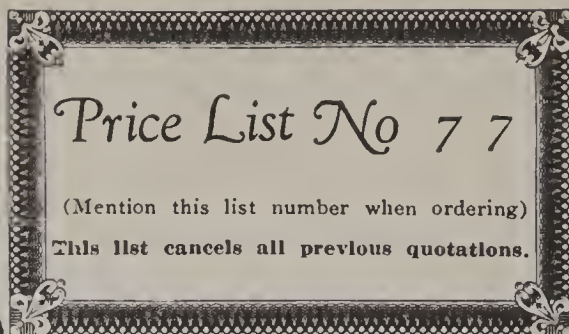
Green Farms, Conn., Dec. 1, 1937.—"The Camellias arrived in perfect condition. They are beautiful plants and stood the long journey perfectly."
J.H.H.

"LONGVIEW" CRICHTON, ALA., U. S. A.

ROBT. O. RUBEL, JR., Prop., *Camellia Specialist*

Tacoma, Wash., May 12, 1938.—"My Longview Camellia came in good condition."
Mrs. E.C.R.

Clyde, Ohio, Jan. 31, 1938.—"It may interest you to know my Longview Camellias have been in an unheated cold-frame through zero weather, and the only ill-effect apparent is the retarding of bloom. They look healthy and are retaining all their buds."
Dr. E.J.S.

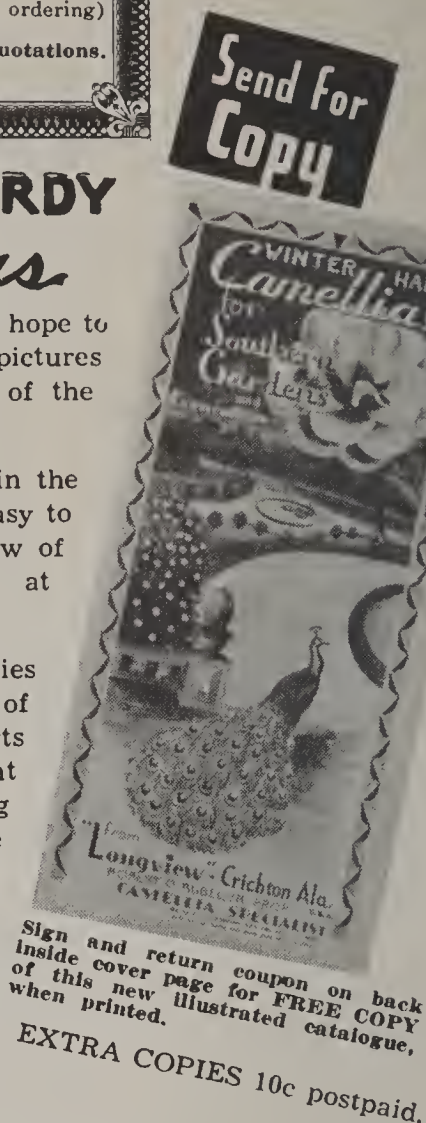


WINTER HARDY *Camellias*

In our new Catalogue, No. 77, which we hope to publish in the near future, there will be pictures of Camellia flowers and full descriptions of the varieties listed here.

The Camellias offered in this list and in the forthcoming catalogue, are winter-hardy, easy to grow and free-blooming, include only a few of the numerous fine varieties grown at LONGVIEW.

This is not a complete list of those varieties that flower freely under wide fluctuations of temperature. We have many other sorts equally as winter-hardy, but not in sufficient quantity to justify the expense of advertising them. Many are rare in commerce and are offered at what may seem a high price. But, considering their rarity, the time consumed in propagating them, in the years it takes to grow them to blooming size, their permanent and constantly increasing value, their price represents no more than a moderate profit.



CHEAP CAMELLIAS

"Cheap things are of no value; valuable things are not cheap."
—An old Chinese proverb.

We have some cheap, yes, very cheap in price. But they are equally poor in the quality of the individual blossoms, lacking freedom in the opening of buds, insignificant in form, poor in color.

Plants of this inferior type we acquired six years or more ago, and their only value is as evergreens with glossy leaves for foliage ornamentals.

Our best customers for plants and varieties of this inferior grade are truck-driving peddlers who huckster nursery stock through the South, and department stores which feature such plants at special sales. Camellias such as these, with stingy bloom of poor quality are the ones you cannot afford to buy. Their cost is high at any price. Such sorts as do bloom are without beauty or commercial value, bringing only disappointment and represent a waste of your time in their culture and a poor investment. It is amazing how many Camellias now being sold have little or no merit of any kind.

Highly deceiving is the "economy" in permitting a cheap price to blind one to counterfeit horticultural names, misleading descriptions of color and plants, and an over-eagerness to make sales.

Why take the risk of buying Camellias unlikely to flower or untrue to name and description? You can avoid that risk and be assured of the full value of every dollar of your investment by ordering from a specialist of reputation. At LONGVIEW, Camellias have been grown by a specialist since 1915. This is our only commercial product.

That is why you can expect better treatment and be certain of getting the finest Camellias, not elsewhere obtainable, by purchasing from us.

LONGVIEW Camellias are magnificent to behold, satisfactory to own, thrilling to exhibit to friends. They lend novel charm to your garden or conservatory and descend to future generations as priceless heirlooms. You'll never tire of growing grand Camellias with their perfect flowers, endless colors and color combinations, varied forms, glossy, waxlike foliage of regal splendor. For a gay, entrancing winter garden that truly reflects your love of the beautiful and enhances the warmth of your hospitality, grow LONGVIEW Camellias. They will bring you the richest thrills of life, renewing your enthusiasm every time they bloom.

"We men learn from experience of others, ordinary men learn from experience, and fools never learn.—Ralph Waldo Emerson.

Dorchester, Mass., June 21, 1937.—I wish to thank you most sincerely for the perfect condition my Camellias were received. They are growing fine and I am very pleased with these plants."
E.S.

"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper; and the people who consider price only are this man's lawful prey.—John Ruskin.

Houston, Texas, Feb. 4, 1938.—"We can get Camellias here, but always get so little information on care, therefore, lose them or have a poor showing for the amount of money invested."
MRS. J.E.P.

Orders for Camellias are not solicited from Alabama residents. Our time is too valuable and life is too short to keep records and make reports on the collection of the two-per sales (luxury) tax on Alabama purchases. Mobile and State residents can secure the kind and varieties of Camellias that usually suits them, from other nurseries in this vicinity.

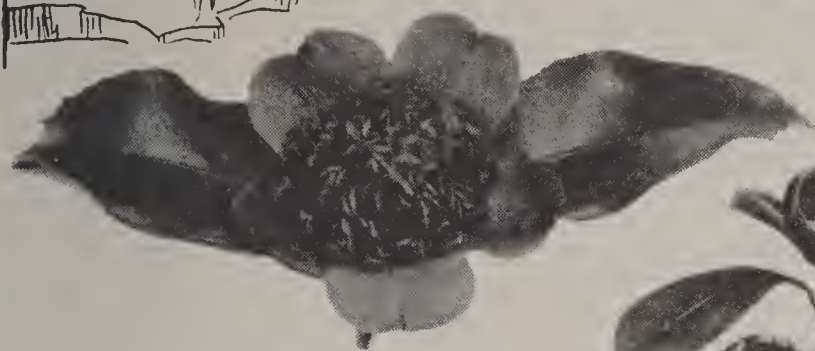
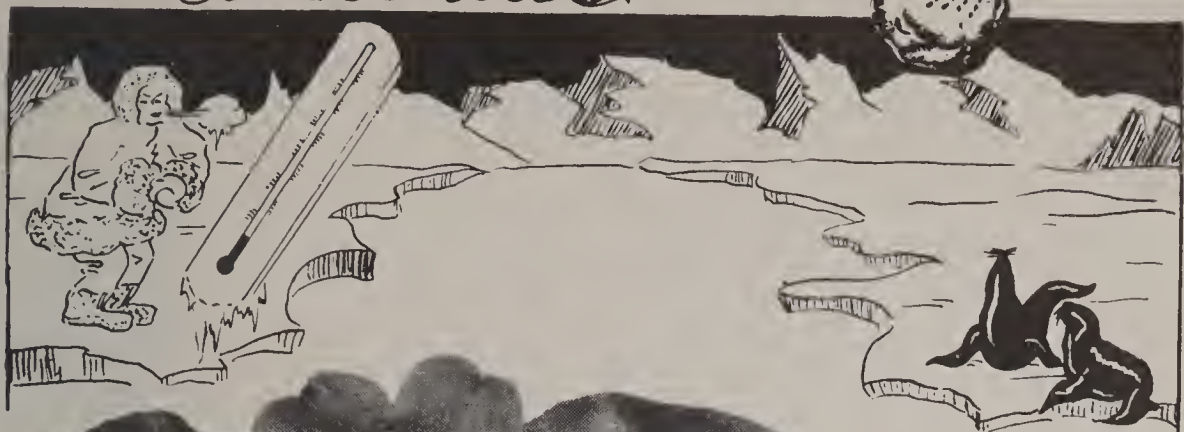
MAKE REMITTANCES PAYABLE TO

"Longview" Crichton, Ala., U. S. A.

Hilo, Hawaii.—"The named varieties of Camellias came thru in fine shape."

Robt. O. Rubel, Jr., Prop.

WINTER HARDY *Camellias*



Lot 78—WARATAH

Historically this is one of the most interesting varieties of Camellias. Brought from China for the Royal Garden, Kew, England, in 1806. It was named WARATAH or Anemone-flower.

We find it illustrated in color and described May 1, 1824, Greenhouse Companion. Picture on right is photo of colored plate appearing in *Les Camellia de Bollwiller* par Baumann, 1828.

It is said to have furnished pollen for cross pollenization with single flowers from which many new and fine seedling varieties developed.

Dark red flowers, 3 inches across, straggly in growth, mid-season to late blooming. We do not consider the individual flowers will excite much enthusiasm compared with many other sorts of better form and more brilliant color.

Space does not permit repeating the many interesting historical references to this variety, found in old horticultural books.

Height	Size	Pot	Propagated	Character	Each
15-18"	6"		1933—	Branched, thin, few buds	\$3.00

Lot 1—SARAH FROST

The true SARAH FROST is a full double, rose form flower, 3 to 3½ inches in diameter, with 120 petals diminishing in size to the center. Blooms naturally January and February, but under greenhouse condition can be flowered easily in November and December.



This Camellia like many other varieties, has been sold by color, and not by name. By different nurserymen it is variously described as double rose, crimson, scarlet, cherry, deep pink, bright red and cerise. Worst of all, there have been three distinct varieties shipped out under the name of SARAH FROST, two of which represent inferior Camellias.

The true SARAH FROST represents a worthwhile, vigorous growing and beautiful flower, acceptable in the florist trade as suitable for corsage purpose. We think any buyer of the genuine SARAH FROST will be more than pleased with the fine form, and brilliant color, as well as the ease of culture of this Camellia.

Height	Size	Pot	Propagated	Character	Each
15-18"	1-Gal.—		1934	Branched, few buds	\$2.00
18-24"	1-Gal.—		1934	Branched, budded	3.00
24-30"	1-Gal.—		1933	Well branched, budded	4.00
30-36"	1-Gal.		1933	Well branched, budded	5.00

Chestnut Hill, Pa., Dec. 7, 1938.—"Your Camellias arrived in good shape and we are delighted with them." A.N.K.

"LONGVIEW" CRICHTON, ALA., U. S. A.

Rare and Fancy Camellias



Baton Rouge, La., Sept. 5, 1937.—"The Camellias you sold me in the past have turned out to be my healthiest and best growers." L.F.L.



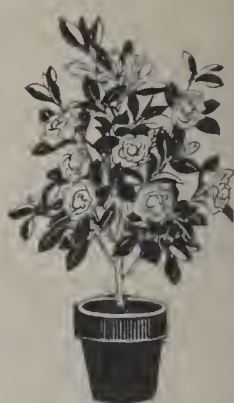
"LONGVIEW" Robt. O. Rubel, Jr., CRICHTON, ALA.
Camellia Specialist

THIS IS AN HONEST PRICE LIST

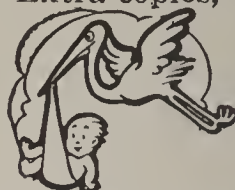
No other Camellia price-list is just like it. You will find the age of each Camellia correctly given, the height, character, whether budded or not, size of pot, weight and price. Nothing is left to doubt and you don't have to guess as to the kind and quality of what you get. We furnish full and accurate information for growing these Camellias.

Information of this kind can be obtained only from a Camellia specialist, who has grown Camellias as a business and hobby since 1915.

A 48-page, illustrated booklet on Camellia Culture, sent with each shipment. Extra copies, \$1.00 each, prepaid.



IMMEDIATE DELIVERY



LONGVIEW pot-grown Camellias are available for immediate shipment. Any month during the year they can be shipped with safety to any part of the U. S. A. There is no delay, no waiting a year or two for a graft to take, after placing your order. Instead, you receive plants with complete root systems, ready to grow and bloom.

Buy with the assurance of getting healthy Camellias, and the satisfaction of their being true to name or description.

SCIENTIFIC PACKING... SAVES YOU MONEY

The illustration below of typical shipments from LONGVIEW gives a better idea of the care we take in packing your order. Every Camellia is cleated tightly in the crate. This permits the plants to ride safely to destination, or be handled roughly, regardless of how the box may lay, or whether stood upside down.

The Railway Express Agency at Mobile will tell you, LONGVIEW shipments represent the best packed nursery stock sent out of this territory.

You'll notice, too, the light veneer wood . . . used to reduce weight, and incidentally lower the cost of transportation.

Is it any wonder most of our customers voluntarily write expressing appreciation for the unusually fine condition LONGVIEW Camellias reach them?

You who buy LONGVIEW Camellias will enjoy a wealth of pleasure and yield returns in magnificent flowers, out of all proportions to their cost.



Jennings, La.—"Camellias arrived in excellent condition. Was amazed at the low express charge account of light packing of pot grown plants."

Fort Benning, Ga.—"The shipment of Camellias came and they were in excellent condition. The packing was an art in itself. It showed care and precision, which is so very necessary in anything worth while."



A candid photo record is made of all LONGVIEW shipments.

Yonkers, N. Y.—"Camellias arrived in perfect condition . . . I have seen lots of packing in my forty years of business but have never seen plants packed so perfectly."

Towson, Md.—"We are a little late in letting you know how the Camellias arrived. We received them in fine shape and were well pleased with the plants, and the way they were packed and thank you for sending that kind of stock."

N. rwood, Penna.—"Received Camellias May 20th in best of condition. Consider your method of packing the best I have ever received from any concern since I have been in the florist business."

Glendale, Calif.—"Camellias arrived in splendid condition, as usual. I am very well pleased with the size and vigor . . . also to get them so reasonable."





WINTER HARDY *Camellias*

Lot 5—CARNEA

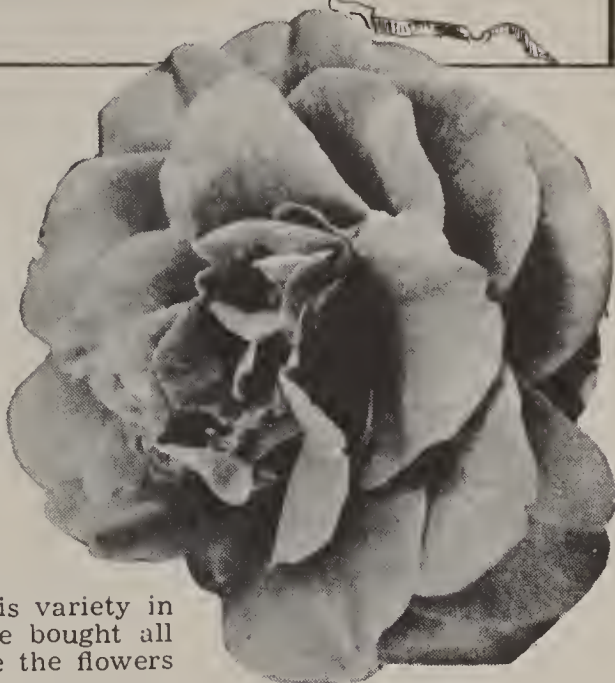
We feel positive this is a true to name Camellia, if one is to believe the BOTANICAL CABINET published February, 1821, copy of which is in our library.

Bright red is the predominating color, however, as the old book published 117 years ago says: "In different soils and under different management, it is subject to vary a good deal, both in leaf and flower, on which account much confusion arose." Introduced from China to Europe about 1807.

A visiting "Yankee" florist saw this variety in flower last season, liked it so well he bought all of our larger size plants, and will use the flowers for corsages.

Desirable as a winter flowering garden evergreen as well as a conservatory plant. Blooms naturally in January and February, with fully developed flowers 4 inches in diameter.

Height	Pot Size	Propagated	Character	Each
15-18"	7"	1931—	Well branched, few buds	\$3.00
18-24"	1-Gal.—	1932—	Well branched, few buds	4.50

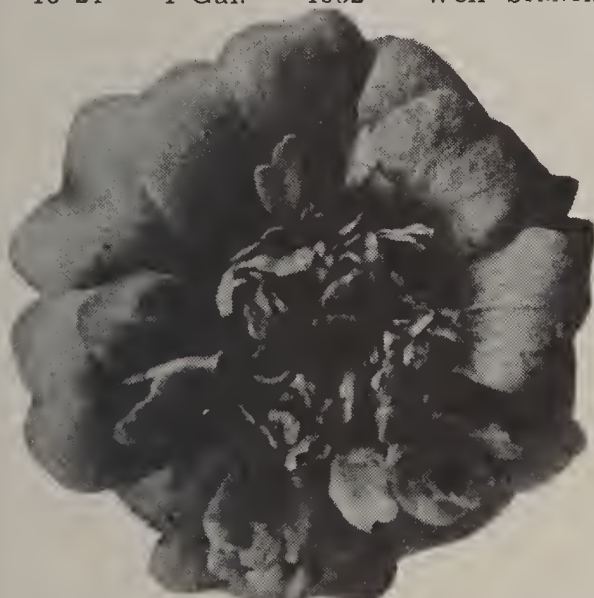


Lot 18

For a strong, sturdy, symmetrical growing Camellia, with an abundance of large, brilliant red semi-double flowers, blooming December to March, here is a variety having a special appeal.

Blossoms 4 to 4¼ inches wide, 18 to 33 petals and petaloids, with golden anthered stamens, making a showy flower, usually borne on long stems.

We know of five different "local" names given this winter-hardy Camellia, but no authority can be cited for the accuracy of these names. As far as we are concerned it is a worthwhile nameless orphan, suitable for garden or conservatory culture.



Height	Size Pot	Propagated	Character	Each
18-24"	1-Gal.—	1932—	Well branched, budded	\$3.00
18-24"	7½"	1932—	Well branched, budded	3.50
24-30"	7½"	1932—	Well branched, budded	4.00
30-36"	7½"	1932—	Well branched, budded	4.50
24-30"	9"	1931—	Specimens, budded	5.00
30-36"	9"	1931—	Specimens, budded	5.50

Lot 9—CHANDLERII ELEGANS

A Camellia of imperial grandeur . . . in size, color, color variations and performance.

Known commercially since 1829 as one of the finest and largest flowering Camellias introduced to commerce by Chandler Nursery at Vauxhall, England.

Flowers reach 5 to 6 inches in diameter, color, dark cherry red to light pink tint, irregularly blotched with white. Free blooming, winter-hardy, relative slow growth. No collection of Camellias complete without one or more of these magnificent winter flowering plants.

Blooms January until warm weather.

We have supplied a number of collected specimen plants of this variety which sold as high as \$1,000.00 each.

18-24" high—7¼" pot—propagated 1932—
Branched, thin, budded\$4.00 each



"LONGVIEW" CRICHTON, ALA. U. S. A.

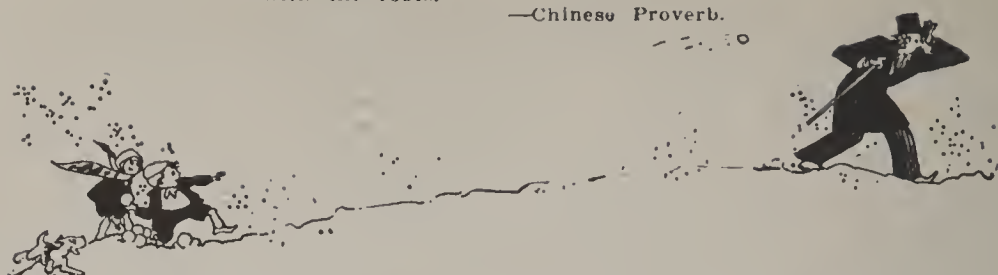
ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

Emmaus, Pa., Sept. 21, 1938.—"To one who has not been educated to Camellia growing, the thrills of seeing the buds unfold is worth the time and effort of their culture."
J.W.S.

Brunswick, Ga., March 7, 1936.—"The Camellias I obtained from you some years ago have done exceptionally well and they are beautiful to look at now."
A.S.K.

"To dig up a tree, you must begin with the roots."
—Chinese Proverb.



You'll Prefer Pot-Grown Camellias

For your conservatory, potted Camellias are ideal. The very ease of moving them in and out of the greenhouse with the cold and warm seasons is a real advantage.

There is extra and troublesome labor in potting a heavy field-grown plant, requiring expensive 10 to 16-inch tubs. For example, an average 6-year-old field grown Camellia will have a ball of earth weighing 60 to 80 pounds. A pot grown Camellia of the same age, including the 7-inch clay pot, weighs but 10 pounds, while a 5-year-old, 6-inch pot Camellia weighs about 6 pounds.

So one actually pays transportation charges on 50 to 70 pounds of unneeded dirt, that doesn't appreciate the ride when you buy a field-grown Camellia. Naturally, you pay much less express charges on a plant of the same age in a 7-inch pot weighing only 10 pounds; and you get the earth with all roots undisturbed, the plants full working machinery, necessary to the Camellia's growth and health, when you buy potted Camellias.

So you save money when you buy pot-grown Camellias. You will find them easier to handle and more certain of blooming the first season.

LONGVIEW Camellias are pot grown from the time they were propagated. Not field or bed grown, recently dug, with cut off roots, crammed into pots and misleadingly advertised as "pot-grown".

In buying Camellias, it is very easy to be mistaken in "bargains". Catalogue prices are usually based on the height of the individual plant, a measure that tells nothing about variety, vigor or florescence.

Here in the South, Camellias are grown by the acre like corn and cotton. The fields are well cultivated, heavily fertilized to stimulate rank growth and produce large plants as quickly as possible. Yet seldom do these hustled plants set flower buds under such unnatural methods of culture.

Plants this hastily produced in quantity are put on sale at apparent low prices, but the customer does not get as much return per dollar as one gets from the purchase of Camellias carefully nurtured for bloom.

The Horticultural Society of England, published 98 years ago:

"Starved or stunted Camellias are more likely to succeed than such as have been forced into rapid and luxuriant growth."

Intelligent people, once informed of differences in quality, do not let themselves be fooled into judging Camellias by the price per foot.

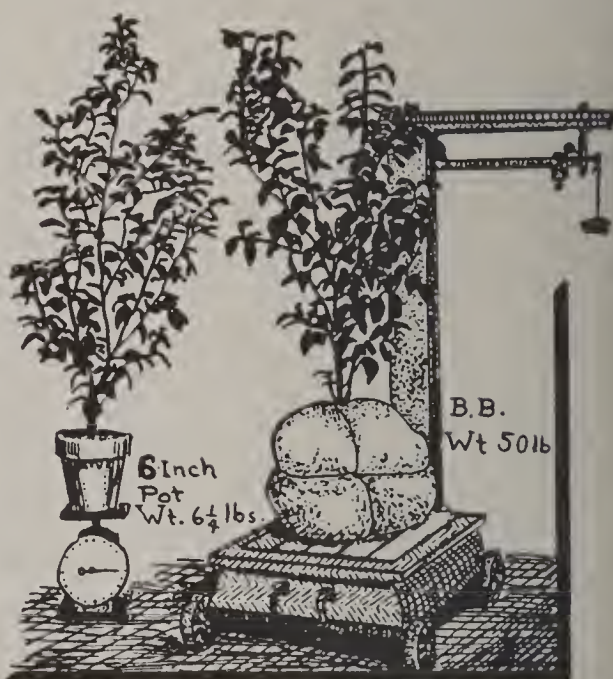
Vital also is it to remember that, as all authorities agree, Camellias suffer from the slightest injury to their roots. Here is where the disadvantage of field-grown plants shows up most quickly and noticeably. In digging the Camellias in the field most of the tip end feeder roots are cut off.

To compensate for the loss of these rootlets so necessary to the nutrition of the plant, the tops of the Camellias must be severely cut back to balance the food requirements with the plant's reduced ability to take in food. Pruning back is the only way to insure their lives, and lead to their early establishment.

So, in the end, the Camellia that looked so large in the field has finally lost its statue and form through severe pruning. It has dwindled like a melting snow man, and no longer gives the appearance of returning a lot for the money.

It has turned out to be not a cheap Camellia, but a disappointment. It has lost not only size, but most of its ability to bloom for you the first and perhaps the second season.

Because of their superior qualities and our methods of culture, LONGVIEW pot grown Camellias will fully satisfy you.



The five-year-old, 6" pot Camellia weighs 6½ pounds net. A field grown Camellia of same age, balled and burlapped weighs 50 pounds, or eight times as heavy as a properly grown pot plant.



"Longview" Crichton, Ala., U. S. A.

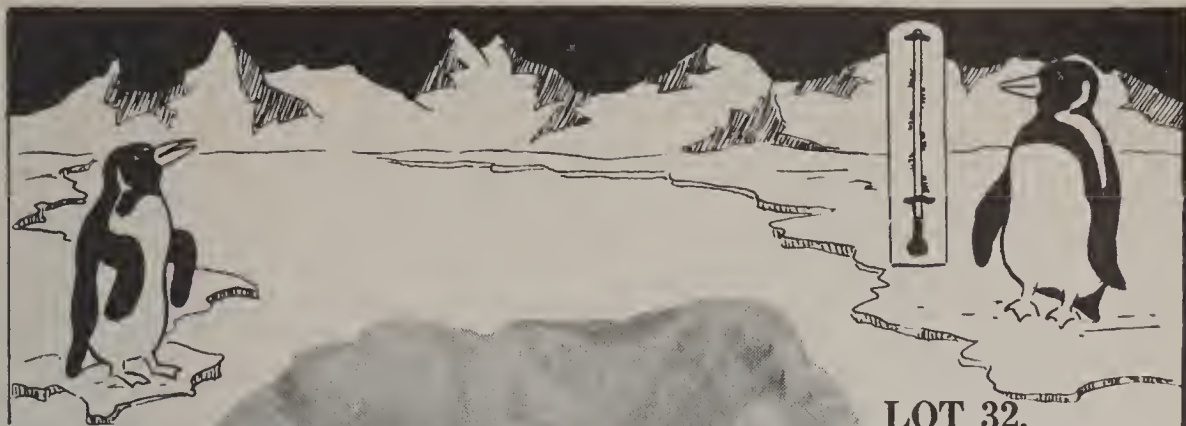
Robt. O. Rubel, Jr., Prop.
Camellia Specialist

A northern grower wrote June 24, 1937:
The field grown Camellias we got from a nursery in your neighborhood were tubbed at the time received. They did not make any growth, and not a whole lot of root action. I lost about 35 of these plants.

Gladwyne, Pa., April 5, 1937.—"I prefer your Camellias because they are so well grown and in pots." J.N.H.

"What can come of branches without roots?"

—Chinese Proverb.



**LOT 32,
CONCORDIA**

The striking resemblance of this Camellia with the variety **CONCORDIA** as illustrated in color and described in Verschaffelt's monograph on Camellias, leads one to believe they are identical.

Produces an abundance of beautiful flowers 3 to 3½ inches in diameter, November to March. Tolerates wide temperature fluctuation.

Variable in form and color combination; all flowers having an appealing delicate color of deep rose to bright pink, some with white variegations. Both peony and rose structure flowers are borne on the same plants.

A desirable Camellia because of the many forms and color combination, making well balanced, compact specimen plants.

Height	Size	Pot	Propagated	Character	Each
24-30"	7"	—	1933—	Slightly branched	\$3.50
30-36"	7"	—	1933—	Slightly branched, few buds	4.00
30-36"	7½"	—	1932—	Branched, thin, budded	4.50
36-42"	7½"	—	1932—	Branched, thin, budded	5.00
42-48"	9"	—	1930—	Well branched, budded	8.00
48-54"	9"	—	1930—	Well branched, budded	9.00

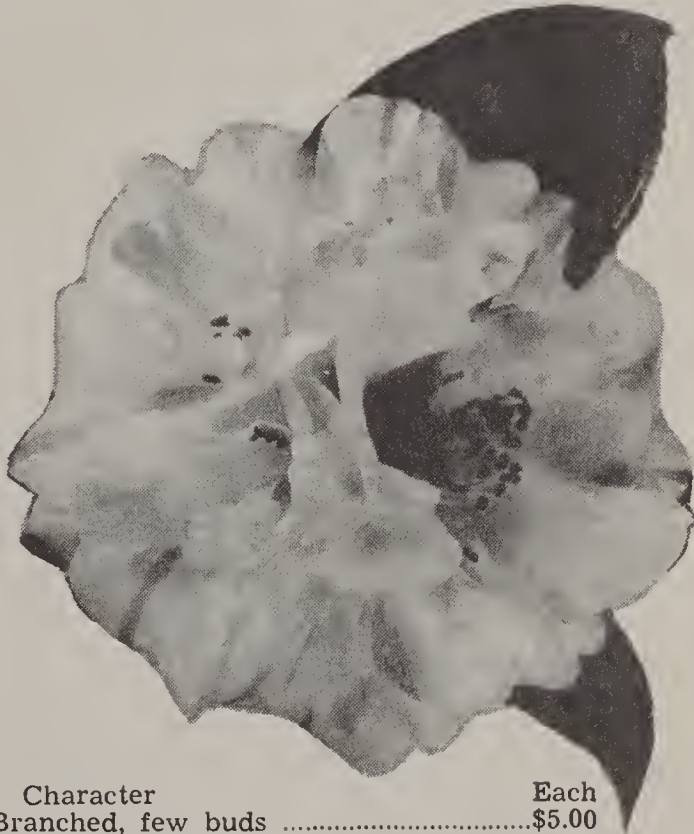
Lot 13

An exciting and interesting Camellia, difficult of word description. Here is a variety manifesting characteristics of its grandparents.

Variable in form, from simple singles, loose rose to double peony type . . . white predominates with stripes or blotches of pink. Now and then solid pale pink flowers are borne.

On relatively small plants, seven distinct flowers have been noted.

Blossoms 3 to 4 inches across, blooms freely from last of November to March. A vigorous growing Camellia attracting universal admiration whether grown in a garden or under glass.



Height	Size	Pot	Propagated	Character	Each
30-36"	8"	—	1931—	Branched, few buds	\$5.00
36-42"	8"	—	1931—	Branched, few buds	5.50
30-36"	9"	—	1930—	Well branched, budded	10.00
30-36"	10"	—	1930—	Well branched, budded	12.00

"LONGVIEW"

Robt. O. Rubel, Jr., Prop.
Camellia Specialist

CAMELLIAS

CRICHTON,

ALABAMA



Jacksonville, Fla., November 16th, 1936.
You sure sent me a lovely lot of Camellias, and may you have continued success and prosperity you so justly deserve.

LONGVIEW has Pioneered as a Camellia Specialist



Whether you buy one potted Camellia, or many carloads, no other nursery in the United States can offer you as much help . . . supply as many fine varieties . . . at such reasonable cost.

Our background experience will be most valuable to you . . . save you money and disappointments. We supplied one customer 18 carloads of collected specimen Camellias. Another customer in the same town secured two carloads from us. Many of these Camellias sold for \$500.00 to \$1,000.00 each.

Camellia collectors, connoisseurs and commercial florists look to LONGVIEW for new and distinct varieties, unobtainable elsewhere.

You can acquire a collection of rare and most beautiful Camellias . . . blooming size plants . . . for a relatively small cost, from LONGVIEW.

With people of culture, there is a certain reverence for dignified beauty and fineness. Among such people there is naturally a preference for Camellias.

To own and grow LONGVIEW Camellias is a mark of good judgment and distinction which bespeaks a preference for the finer things of life.



GROWN

"He plants a tree in the morning and wants to saw planks from it at evening."

—Old Chinese Proverb.

(Buy pot grown Camellias and get flowers without delay).



Pasadena, Calif., June 21, 1938.—"The Camellias arrived in fine shape in 3½ days. Even the tender new growth was not wilted in the least. They passed inspection without any trouble, and that is hard to do in California."

M. J. A.

Columbus, Ga., March 25, 1937.—"The Camellias arrived and are beautiful. They are by far the finest looking we have ever bought. My brother writes how pleased he is with his lovely Camellias from Longview."

A.L.G.

"My Camellias are lovely, and a greater joy each year. Individual plants have been a whole flower show by themselves." "I find myself more and more enthusiastic about Camellias each season when they come into flower."

Glenwood, Iowa, Sept. 29, 1938.—"Your Camellias were fine, beautifully packed, and have been a source of a great deal of satisfaction to us. We had lots of flowers from November thru March, and they are well budded for this season. Thanks to your excellent book on Camellia Culture."

R.G., Florist.



We Are Indebted to Massachusetts Horticultural Society

Through my membership in the Massachusetts Horticultural Society during the past eleven years, I gratefully acknowledge the valuable aid rendered me.

The generous help of their librarian, with the loan of out of print books, in addition to their research on my behalf in another local library, represents a service you should know about.

My membership has been worth many times the modest cost.

For \$2.00 annual dues, one receives:

The bi-monthly magazine HORTICULTURE ILLUSTRATED.

The privilege to borrow books by mail or express at cost of transportation, from the most extensive horticultural library in the U. S. A.

Membership card entitling holder to attend flower shows and lectures.

A copy of the Annual Year Book. This volume alone would cost 50c.

Identify plants.

Answer to questions on horticultural subjects.

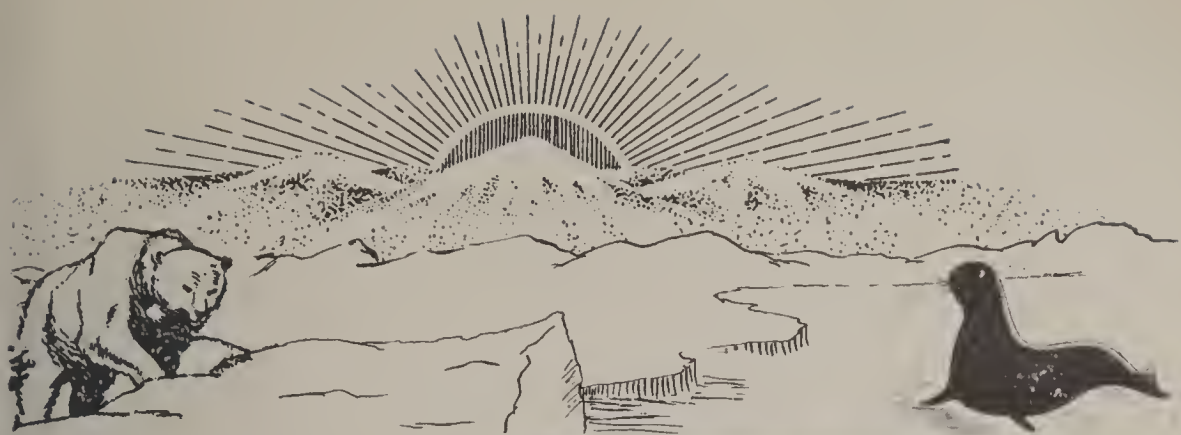
Write the Secretary today, for membership blank.

Massachusetts Horticultural Society, 300 Massachusetts Ave., Boston, Mass.



ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist



Lot 50

SNOW ON MOUNTAIN

A fragrant *Camellia sasanqua*, pure white, with minute golden anthered stamens. Blooms freely October thru December. The dried foliage is distinctly aromatic and sometimes added to tea to increase the bouquet. Flowers 3 to 4 inches in diameter; loose informal peony type, composed of 40 to 170 petals and petaloids. Young plants have a rampant, yet vigorous growth. Our stock was propagated from an old specimen fully 12 feet high and 10 feet thick.



Height	Size	Pot	Propagated	Character	Each
15-18"	1-Gal.	1933	—	Branched and budded	\$2.00
18-24"	1-Gal.	1933	—	Branched and budded	3.00
24-30"	1-Gal.	1933	—	Branched and budded	3.50
18-24"	7"	1932	—	Well branched, budded	4.00
30-36"	7½"	1932	—	Well branched, budded	5.00

Washington, D. C., Nov. 24, 1937.—"The two *Camellias* arrived in top condition and the one bloom on Lot 50 was still fragrant, affording me satisfaction and delight." T.G



Lot 42

Four years ago we purchased from a nearby nursery 400 *Camellias* said to be WILDER'S ROSE. We find no authority for this horticultural name. Several other

Lot 115

A single flowering pleasing pink tone *Camellia sasanqua* of simple elegance. Blossoms 2½ to 3 inches across, the form reminds one of a Cherokee rose. Blooms profusely October to January. Rampant in growth in juvenile stage, but makes compact specimens, taking on middle age spread as they grow older.

A fragrant flower for garden or conservatory.

36-42" high—7½" Pot—Propagated 1931

Branched, thin, budded\$4.00 each

42-48" high—7½" Pot—Propagated 1931

Branched, thin, budded\$4.50 each

Lot 114

A single white, with faint pink tint edged petals. A companion variety to the single pink, in habit of growth and time of flowering. Also fragrant. All are Japanese species, that drop their flower petals within a day or so after the buds open, but continue to bloom freely for a period of three months. We have available only a few heavily branched specimens in 13-inch metal tubs.

36-42" high—13" tubs—propagated 1929

Heavy branched specimens\$8.00 each



nurseries have been selling it as SARAH FROST, LADY CAMPBELL, and another name, all of which are counterfeit cognomens. Regardless of the correct horticultural name, its merit lies in its vigorous growth, and rather free and early blooming qualities as a full double rose form flower.

Deep rose-pink flowers predominate, although bright red with white variegations are not uncommon. Blossoms 2½ to 3 inches across, blooms December thru February. A symmetrical, robust grower.

Where a glowing warmth of deep rose-pink to red with white, wax-like flowers of good form is desired, much could be said in favor of this *Camellia*. It should not be confused with the genuine WILDER11 another early blooming variety which is a much finer horticultural variety.

Height	Size	Pot	Propagated	Character	Each
36-42"	7½"	1933	—	Branched, thin, budded	\$3.50
42-48"	7½"	1933	—	Branched, thin, budded	4.00
48-52"	7½"	1933	—	Branched, thin, budded	4.50

Chesterland, Ohio, January 27th, 1926.

Received the *Camellias* in perfect condition and I am very much pleased with them.

THIS PAGE IS DEDICATED

to the pseudo political leaders, who have sponsored new deal delusions.

The solution to present economic chaos can be found in history, based on wisdom and experience of past generations.

TO WIT:

"A vacant mind is open to all suggestions as a hollow building echoes all sounds."
—Old Chinese proverb.

Practical Advice

Written by Lord Macauley, more than 100 years ago.

"Our rulers will best promote the improvement of the people by strictly confining themselves to their own legitimate duties—by leaving capital to find its most lucrative course, commodities their fair price, industry and intelligence their natural reward, idleness and folly their natural punishment—by maintaining peace, by defending property, by diminishing the price of law and by observing strict economy in every department of the state. Let the government do this; the people will assuredly do the rest."

A Few Words of Lincoln



In view of the current loose thinking on thrift and honest wealth, it might be well to recall these words of Abraham Lincoln, spoken on March 21, 1864:

"Property is the fruit of labor; property is desirable; it is a positive good in the world. That some should be rich shows that others may become rich, and hence is just encouragement to industry and enterprise. Let not him who is homeless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built."

Today

"It is a gloomy moment in history. Not for many years—not in the lifetime of most who read this—has there been so much grave and deep apprehension; never has the future seemed so incalculable as at this time. In our own country there is universal commercial prostration and panic and thousands of our poorest fellow citizens are turned out against the approaching winter without employment and without the prospect of it.

"In France the political caldron seethes and bubbles with uncertainty; Russia hangs as usual, like a cloud dark and silent upon the horizon of Europe; while all the energies, resources and influences of the British Empire are sorely tried, and are yet to be tried more sorely, in coping with the vast and disturbed relations in China.

"It is a solemn moment, and no man can feel an indifference—which happily no man pretends to feel—in the issue of events.

"Of our own troubles (in the U. S. A.) no man can see the end. They are, fortunately, as yet mainly commercial; and if we are only to lose money, and by painful poverty to be taught wisdom—the wisdom of honor, of faith, of sympathy and of charity—no man need seriously to despair. And yet the very haste to be rich, which is the occasion of this widespread calamity, has also tended to destroy the moral forces with which we are to resist and subdue the calamity."

When worrying too much about today, remember that the above article is reprinted from Harper's Weekly, Vol. 1, page 642, of the issue dated October 10, 1857, 81 YEARS AGO!—Quitman, Ga., Free Press, April 7, 1938.

2783 YEARS AGO

A Chinese thought from the wisdom of the Far East, as set into English by Upton Close, from the BOOK OF RITES: "An emperor knows how to govern when poets are free to make verses, people to act plays, historians to tell the truth, ministers to give advice, the poor to grumble at taxes, students to learn lessons aloud, workmen to praise their skill and seek work, people to speak of anything, and old men to find fault with everything."—From an address of the Duke of Shao to King Li-Wang, circa 845 B. C. E.



Bellevue, Wash.—"Camellias came in fine shape, most of them are putting on new growth."

Berkeley, Calif., Feb. 15, 1938.—"The Camellias from your gardens which I bought several years ago have grown beautifully and are blooming gloriously now."
A.F.B.



Camellia lovers who seek stimulating glamor . . . brilliancy in color . . . magnificent beauty in size and form of flowers . . . BLOOD OF CHINA dynamically interprets its symbolic name . . . and deserves the place of honor in your garden, because of its vibrant beauty.

Like a Ruby, animated with reflected fire . . . this Camellia scintillates with brilliancy and regal beauty which distinguishes it as an extraordinary fine variety.

Higher in price, perhaps—but worth the difference, like a superb antique, it will remain your most treasured garden heirloom . . . more to be desired than money or its accumulation.

Each winter season will bring an ever increasing crop of breath-taking beautiful flowers, the envy of all who are privileged to see it.

In selling Camellias, it has always been our policy to cite an authority for correct names, if known, along with the history of their introduction. In the case of this fascinating example, of the most sought for garden and conservatory plant, we are not privileged to name it . . . according to ethics of horticultural procedure. But, since after diligent search, the true name was not found, we are giving it a temporary name.

WE FEEL, THE MOST APPROPRIATE NAME, ONE SYMBOLIC OF THE WANTON WASTE OF INNOCENT BLOOD, OF CHINESE WOMEN AND CHILDREN, BY THE RUTHLESS INVASION OF THE JAPANESE MILITARY MACHINE, RAMPANT IN THE FAR EAST, SUGGESTS A MOST TIMELY NAME OF

中國血茶花

CAMELLIA BLOOD OF CHINA

The large vivid salmon-red flowers of BLOOD OF CHINA, portrays the spilled blood of countless non-combatants . . . savagely murdered by arrogant, Imperial Japanese forces . . . in their unlawful invasion of China.

Because of its brilliant, fiery-red color, no other Camellia in commerce reflects a more appropriate and emblematic name.

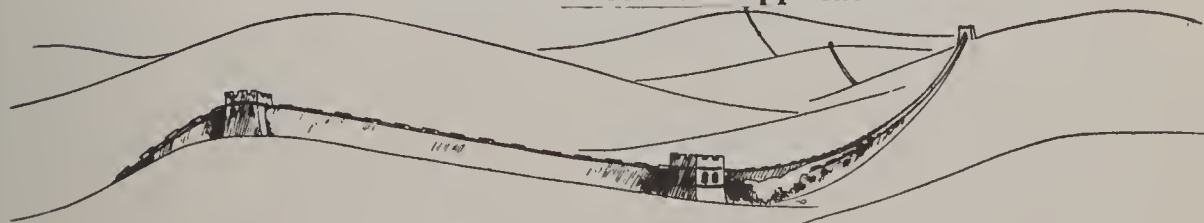
Until BLOOD OF CHINA is correctly identified, we propose to market the few plants available, under this symbolic horticultural name.

We have no quarrel or hate for the Japanese people, any more than we love the peace loving Chinese. The recent outrages and atrocities wrought by the callous brutality of Japan's dictatorial military power, among innocent Chinese people is a war of Imperialism, in which the Japanese people have no voice.

\$900.00 was paid for seven remaining BLOOD OF CHINA Camellias, March, 1938, from a private Mobile garden.

The plants averaged 3 feet high. This was \$128.00 each, or an average of \$43.00 per foot.. A reasonable price, compared with numerous local sales of other fine specimen Camellias selling at \$50.00 to \$60.00 a foot.

Write for Special Four-Page Folder Illustrating BLOOD OF CHINA Camellia. Priced on Application.



"An empire established by oppression cannot govern it long."
—An old Chinese proverb

Columbus, Ga., Oct. 2nd, 1937.

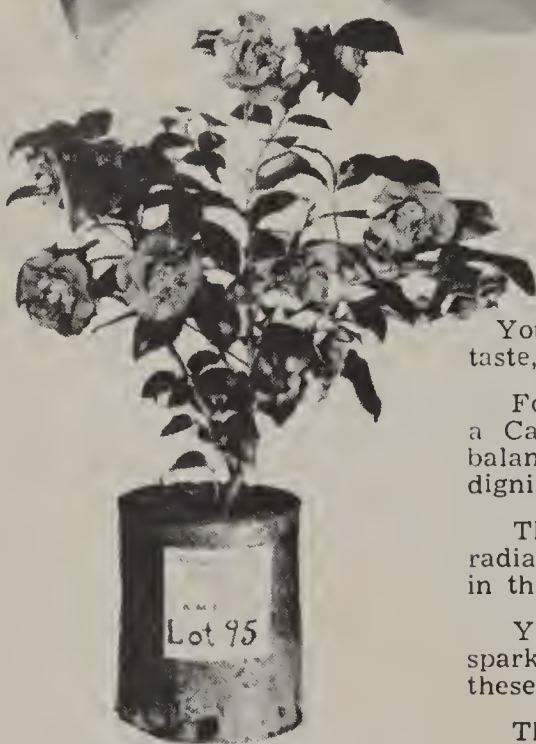
If I sold my BLOOD OF CHINA Camellia, the money couldn't buy anything to replace the joy I get out of it, since none of your clients could appreciate this Camellia more than I do.

M.B.D.

Covington, La., Oct. 30, 1937.

BLOOD OF CHINA is the only plant of that variety I have, and far from being lnduced to sell it. I was going to ask you to let me have another this year for "insurance", although my plant is growing splendidly.

S.J.K.



It has been said one is judged by the plants they grow, and this is particularly true if you have a Camellia collection.

Your garden is a mirror, reflecting your taste, and personality.

For a distinguished formal accent, here is a Camellia that will add an atmosphere of balanced formality . . . reflecting an artistic dignity.

There is beauty in the form, a glow of radiant brilliancy in the color, and rare charm in the flowers of this unusual Camellia.

Your friends will linger to admire the sparkling beauty and irresistible loveliness of these Camellias in your garden.

They will bring new warmth, gaiety and formality.

Individual flowers 2½ to 3 inches in diameter, produced in great profusion.

The specimen boom shown at the top of this page is typical of the usual form and structure. We have noted in different seasons, other attractive forms with fewer petaloids.

Blooming in February and March, specimen plants are a mass of color, covering the ground about each Camellia with a red blanket of fallen flower petals.

To achieve the most effective picture in your landscaping design, we suggest the planting of matched pairs of these noble Camellias. At either side of entrance gate, doorways, drives and locations where a formal globe shape evergreen will increase the dignity and formality of your garden.

The freedom of flowering makes it a desirable conservatory plant. It can be brought in to bloom in December and makes a cheery Christmas spectacle under greenhouse culture.

Height	Size	Pot	Propagated	Character	Each
15-18"	1-Gal.	—	1931—	Branched specimens, budded	\$3.00
18-24"	1-Gal.	—	1931—	Branched, specimens, budded	4.00

(Orders for matched pairs of above plants subject to 10% discount)

Durham, N. Car.—"The Camellias I ordered last spring came in such good condition, not a leaf bruised, and the dirt was wet when I received them. Camellias are hardier here than Cape Jasmine. My four-year-old Camellias have bloomed the past two years and last winter stood a temperature 10 degrees below freezing and not even the tender growth was hurt. Did not protect in any way. Was delighted with the Camellias I bought from you last spring."

Tulalip, Wash., May 25, 1937.—"Camellia culture in the Puget Sound country around here, does well outside all the year around. Without exception, they all bloom the first thing in the spring as soon as the frost is out of the ground. Many Camellias can be seen in residential lawns as tall as 15 feet—perhaps 25 or more years in age."



"LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist



Yazoo City, Miss., Ma
full bloom and can unret
for temperatures down to



The above kodak picture was made July 1937 of a Lot 95 Camellia.

In 5½ years it grew from a 20-inch high, 8 inch pot plant, to a five-foot dense specimen.

It was planted in semi-shade. Grown in full sunshine, it would have assumed a formal, globe shape, like the parent plant illustrated below.

A Peacock

has a right
to be proud

... so has the owner of several matched pairs of these highly ornamental Camellias planted in your garden.

Give a note of architectural formality to your garden, with these unusual globe shape, glossy leaf red flowering evergreens.

Your winter garden will be glorified with the added brilliancy of the free blooming, brilliant flowers.



The natural formality in growth of Lot 95 Camellia is best exemplified in the compactness and symmetrical habit of this remarkable variety.

The parent plant, pictured above had never been pruned or sheared until we took cuttings in August, 1931, to propagate the Camellias now offered in this list.

RIDE



Your Hobby

Here on the Gulf Coast, fishing is a universal hobby. A great sport for those who indulge. Many are the achievements, and often the disappointments, when weather, tide or bait is not right, and the fish refuse to strike.

IS FISHING
Your Hobby?



Hunting, too, is another king of hobbies in this section, where wild game is abundant. You can shoot deer, bear, turkey, bob cat, alligator, or what have we.

Golf is a year-round hobby with many enthusiasts. Good exercise, healthful and gives one an opportunity for personal contacts.



One of our good customers in Georgia wrote us ten years ago:

"I have gotten a world of pleasure working with my Camellia hobby this summer. It beats fishing, hunting, golf and all other sports . . . the beauty about it is, you can come back the next day and enjoy yesterday's game . . . with golf, the game yesterday is gone forever, and is only a memory."

Speculation is an Exciting Hobby



How easy to make or lose a fortune, depending on good judgment or lady luck. But speculation is not creative. Even if you are successful financially, one seldom gets a lasting thrill in the accumulation of filthy lucre

"Give fools their gold and knaves their power,
Let fortune's bubble rise and fall;
Who sows a seed or trains a flower
Or plants a Camellia is MORE than all!"



The Camellia Hobby

You'll experience a new gratification . . . enjoy new thrills, and distinct pleasures, riding an inexpensive hobby of growing Camellias.

It is a soul satisfying and most enchanting hobby.

If you wish to achieve the utmost pleasure riding a hobby, choose LONGVIEW Camellias for the most interesting and captivating winter-flowers that will satisfy any lover of distinctive gems of horticulture.

Their ease of culture makes it a real joy to own them.

"What has been the fashion once will come into fashion again."

—Old Chinese Proverb.

One hundred years ago, Camellias were the ultra fashion . . . in Europe and America. Fabulous prices were paid for small plants of new varieties.

Hstory repeats itself, and the cycle of Camellia popularity is fast returning.

Today, you'll pay \$1.00 to \$5.00 for individual Camellia blossoms if you buy them from your florist.

You can easily grow these plants in a "COOL" conservatory, or as an outdoor garden ornamental in mild-wintered latitudes.

Growing LONGVIEW Camellias as a hobby has brought a wealth of pleasure and a glow of pride to the new owners, scattered throughout the world.

The most amazing thing about LONGVIEW Camellias is their very modest cost. And a "GOOD" Camellia is worth all one pays . . . for seldom can you find an owner willing to sell their choice possession at any price.

Ride your hobby as a Camellia grower, and you make investments in abiding satisfaction.

Battle Creek, Mich., May 26, 1938.—"I practically worship my Lot 109 Camellia. I've grown and loved flowers all my life. But not until I had a Camellia bloom under my own care did I get the ultimate thrill life holds for those who seek real joy."
MR. M.H.W.

Capeville, Va., March 31, 1938.—"My LONGVIEW Camellias have been very beautiful. They commenced to bloom the middle of December and still have a few blooms on them now. People for 60 miles have driven here to see my Camellias. They surely are the most beautiful of all flowers."
MISS E.B.F.

Houston, Texas, Jan. 19, 1937.—"I won First Prize in the amateur exhibit at flower show with Camellias that came from LONGVIEW."
MRS. L.T.

Houston, Texas, Dec. 7, 1936.—"We entered two Camellias bought from you at the Flower Show and won special award. My only regret is we did not obtain more Camellia plants from you."
SOUTHERN FLORAL CO.

"I have two Camellias and nothing I grow gives such satisfaction. One reaps a generous reward for any effort spent with them."



Lot 81 Marie Lustrat McHatton

At the 5th annual Camellia Show, sponsored by the Camellia Garden Club at Columbus, Georgia, Jan. 28, 1937, a new variety of Camellia was named in honor of MARIE LUSTRAT MCHATTON.

Mrs. McHatton is past president of the Garden Club of Georgia and wife of Dr. Thomas Hubbard McHatton, Professor of Horticulture, at the University of Georgia.

Her untiring and successful efforts in behalf of the Georgia Garden Councils is well known throughout that state.

The beauty and purity of this salmon-pink Camellia . . . informality of form, reflects the dynamic, yet pleasing personality and character of Mrs. McHatton.

This Camellia, a recent LONGVIEW origination, blooms freely and naturally from December to March in the latitude of Mobile. We have seen plants a solid mass of salmon-pink blossoms, and from a distance one would mistake them for Azaleas.

Flowers 3 to 3 $\frac{3}{4}$ inches across, of robust, symmetrical growth.

A lovely winter-hardy garden variety and equally desirable for conservatory culture.

Very limited number of plants available

Height	Size Pot	Propagated	Character	Each
30-36"	9"	1931—	Well branched, budded	\$15.00



Narberth, Pa., Dec. 8, 1938.—"All my Camellias from Longview are doing wonderful. I wish you could see them,"
C.P.S.

"LONGVIEW" Robt. O. Rubel, Jr., CRICHTON, ALA.
Camellia Specialist



IF YOU FAILED TO GET A REPLY

when you wrote to "LONGVIEW" about Camellias, perhaps you wondered if your inquiry went astray, or just why you failed to receive an answer.

"LONGVIEW" is not operated as a modern business organization . . . with the sole purpose of trying to produce and sell large quantities of Camellias, with a hope of getting rich.

Camellias are grown here as a hobby since 1915, because I love them. Year after year, as the buds unfold and reveal their exotic beauty, my enthusiasm, like other collectors of Camellias, knows no bounds.

AN EXPLANATION

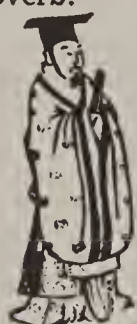
Those who come to "LONGVIEW", at any season, understand our inability to reply promptly to all inquiries.

While Camellias are blooming, visitors from Coast to Coast flock to "LONGVIEW". Here they are amazed at the breath-taking magnificent collection. Tens of thousands of pot grown Camellias, five to twenty-five years old, in the greatest luxuriance, covered with brilliant flowers, and beautiful dark-green, shining evergreen foliage . . . happy . . . healthy plants . . . the richest floral treat one can imagine to be seen.

If you happen to be one of those persons interested in Camellias, naturally you would want to ask many questions about this or that variety. Hours slip by like fleeting minutes, while inspecting the many excitingly beautiful blooms.

Then, too, you may wish to inspect the numerous rare old tomes, with Camellia plates illustrated in color, dating back more than 150 years. To hurriedly walk through the slat sheds; greenhouses; visit the photographic studio where I photograph individual flowers, get a glimpse of a most elaborate chemical soil testing laboratory, requires hours of time.

If you fail to get a prompt reply, let me remind you of an old Chinese proverb:



*"To one who waits, a
moment seems a year."*



When you write for further information about Camellias (and your inquiries or comments are most welcome), **please enclose a self-addressed, stamped envelope, for a prompt reply.**

To facilitate better service in replying to your letters, I recently purchased a dictaphone for my office.

It is hoped many letters can be answered promptly between the numerous daily interruptions.

Whether you buy one Camellia, or a carload, your order with remittance, always receives my immediate personal attention.

Address all Inquiries and Orders to

"LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

U.S.A.

Macon, Ga., Feb. 15, 1937

I enjoyed very much my visit to LONGVIEW and am of the opinion you have the finest Camellias in this country.

—R. L. W.—a prominent nurseryman.

Green Farms, Conn.—I cannot thank you sufficiently for the wonderful hour spent with you and your Camellias. We both feel it was quite worth the entire trip down from New York.—Mrs. J. H. H.

Every testimonial in this book, is from unasked for letters. Original copies in our file shown on request. LONGVIEW.

"Longview" Crichton, Ala., U. S. A.



Lot 56....

For a bold and stately clear pink flower, here is a magnificent bomb-shaped Camellia of captivating beauty.

Many times we have photographed individual blossoms, trying to capture the loveliness and third dimension of its structure. Never have we been rewarded with a picture that registers the true beauty of this flower.

We like this Camellia for its early blooming flowers and the long period of florescence. From November to March a succession of blooms can be enjoyed on matured plants.



Boldness in flowers, 3 to 3½ inches in diameter, with distinct broad glossy foliage marks this Camellia as an outstanding variety for every connoisseur's collection. A wonderful companion plant to be grown with the variety of PROF. CHAS. S. SARGENT.

Height	Size Pot	Propagated	Character	Each
30-36"	7"	1932—	Branched, thin, budded	\$ 4.50
36-42"	7"	1932—	Branched, thin, budded	5.00
36-42"	8"	1931—	Branched, thin, budded	5.50
42-48"	8"	1931—	Branched, thin, budded	6.00
48-54"	8"	1931—	Branched, thin, budded	6.50
36-42"	9"	1930—	Well branched, budded	8.00
42-48"	9"	1930—	Well branched, budded	9.00
48-54"	9"	1930—	Well branched, budded	10.00

LOT 123—See Outside Cover Page for Illustration

On the cover page of this list is shown a salmon pink Camellia, propagated from a plant grown for more than 100 years in a southern garden.

The true horticultural name has been lost in the dim ages of past generations.

Blooms freely December to April, in spite of sub-freezing weather. We think this is a Camellia of outstanding merit.

Flowers 3 to 3½" across, upright symmetrical growth, a variety of exquisite loveliness for garden or conservatory culture.

Height	Size Pot	Propagated	Character	Each
24-30"	7½"	1933—	Branched, thin, few buds	\$5.00
30-36"	7½"	1933—	Branched, thin, few buds	6.00
36-42"	7½"	1933—	Branched, thin, few buds	7.00

LOT 77—Not Illustrated

A peony form with guard petals resembling PROF. CHAS. S. SARGENT in structure. White with penciling of rose, 3½ to 4 inches in diameter, blooming December to March, with an occasional pink sport.

The true horticultural name is unknown, although we bought the same variety from other nurseries as HARLEQUIN. The true HARLEQUIN in no way resembles our Lot 77, nor does HARLEQUIN bloom so early or have flowers as large.

Lot 77 is a worthwhile variety for garden or greenhouse culture, and we regret lack of space available to illustrate it in this list.

Height	Size Pot	Propagated	Character	Each
30-36"	9"	1931—	Well branched, budded	\$8.00

Lot 75

A red and white Camellia sasanqua, semi-double that makes a most colorful display on specimen plants. Blooms September to January. For landscape use, the flowers radiate a warmth of color and add brilliancy to the winter garden.

Fragrant, free blooming, 15 to 17 petals and petaloids. Desirable also as a colorful conservatory, plant.

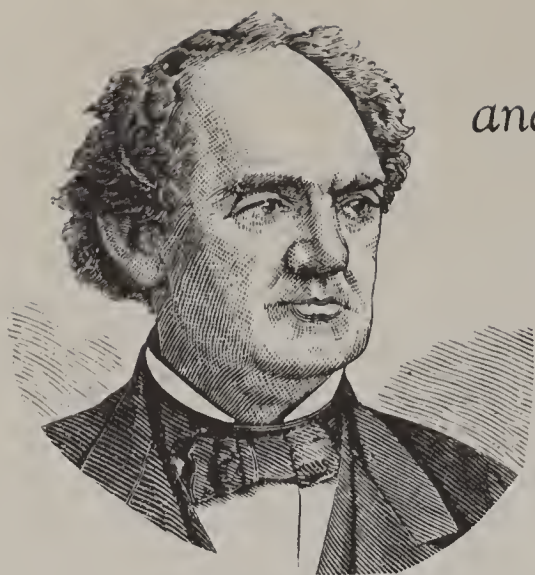
Height	Size Pot	Propagated	Character	Each
24-30"	7"	1932—	Branched, thin, few buds	\$5.00
30-36"	7"	1932—	Branched, thin, few buds	6.00

Wilmington, N. C., Feb. 14, 1938—"The Camellias we had from you last year arrived in good condition and are just as fine and healthy as could be. The blooms are as pretty as a picture to look at. So please send me your latest catalogue as I would like to order more." G.J.S.

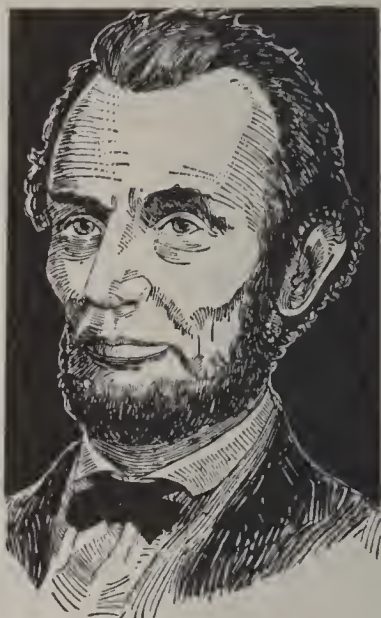
Glencoe, Ill., Nov. 19, 1936—"My Camellias from LONGVIEW are in beautiful condition and have hundreds of buds on them. In fact, I wore a perfectly beautiful flower to the opera last night. It was so perfect that my friends thought it artificial. I don't know of anything that gives me more pleasure than my Camellias." MRS. H.B.W.

Camellia Names and aliases, ad infinitum

Was Barnum Right?



Barnum believed the people liked to be humbugged.



Lincoln thought most people finally saw the light. "Honest Abe" believed the people didn't like to be fooled.



The way people now allow themselves to be fooled by fraudulent horticultural names on Camellias offered by nurserymen makes us believe Barnum was right, Lincoln wrong.

Even great men, as well as fine flowers, are often called by other than their original names.

"My Friends!" The above individual is an example of one who has been called in the past few years by many names, some of which have not been complimentary, or reflective of the true character of the man himself.

That is politics, or the penalty of public life.

But let's be truthful and honest about the names of Camellias.

Buyers who insist on a name for each variety of Camellia are partly to blame for misnomers. Nurserymen like to accommodate you in order to get your business, and if you want named varieties which they haven't in stock, they'll probably invent them. The multiplicity of counterfeit names assigned to a single variety of Camellia merely adds to the present confusion.

Many nurserymen will accept almost any high-sounding name for Camellias when the true names are not known. A few nurserymen, misled by names they see in other catalogues, are innocent offenders in selling their plants under fanciful but counterfeit labels. They buy their plants of other nurserymen or propagators and sell them to you under the same names by which they were purchased, having accepted them in good faith or through ignorance.

Would You Accept Counterfeit Money?

"One man tells a falsehood, a hundred repeat it as true."

—Old Chinese Proverb.

In buying Camellias from a general nursery handling quantities of miscellaneous plants, one can never be sure the names are correct. This does not mean the average general nurseryman is dishonest, but that he doesn't know his plants. Camellias, with him, are just another group of plants to sell at a profit, and he has little if any reliable literature with which to check the accuracy of his variety names.



Of Course Not.

While a good Camellia is just as pretty under any other name, no collector of Camellias enjoys the feeling that the names of some specimens may be wrong. He wants them to be what the labels say.

Hattiesburg, Miss., March, 1938.—"I am one of those flower enthusiasts that MUST KNOW the names of my Camellias."
MRS. J.I.A.

New Orleans, La., July 27, 1937.—"I have noticed that little, if any, dependence is to be placed on names of Camellia japonicas."
V.L.O.

Latta, S. Car., March 15, 1937.—"For a number of years I have been interested in Camellias, but, not knowing names of desirable kinds, I have been disappointed in mine when they bloomed."
H.M.

Boynton, Fla., Nov. 24-1936—"I have been disappointed in sample shipments of Camellias from other growers."
J.M.

So. Pasadena, Calif., April 17, 1938.—"Variety names of Camellias seem to be in a mess, especially out here. If I like a variety, I grow it and leave the name discussion to others."
MRS. C.E.G.

Pass Christian, Miss., March, 1938.—"Everyone wants names of Camellias. I was simply besieged to name this and that variety. We have to give them names. Out of my grand mess, I found 29 duplicates under different names."
M.S.R.

Norfolk, Va., April 20, 1937.—"While most Camellias are beautiful, whether they have names or not, I really like to know what the names are."
M.A.H., JR.

A Camellia may sell readily if called "ELIZABETH" or "TEUTONIA", or some other fanciful name. If the true horticultural name was known, revealing poor flowering habits, the chances are nobody would buy it and the nurseryman would have it on his hands.

Camellia "ELIZABETH" as sold by many nurserymen in this section is an example of a variety that has many aliases. One large general nurseryman in this vicinity has propagated this variety and sold it under such various names as "KENNEDY'S VARIEGATED", "DAVIS VARIEGATED" and "ELIZABETH", while in the past two seasons he offers it under the dual names of "ELIZABETH" and "TEUTONIA".

Yet this is but one example of twelve misnamed Camellias he catalogues, besides certain popular varieties he describes in his price list, but which he does not grow nor have available for sale.

What can you expect when you buy Camellias under wrong labels?

A Connecticut florist recently wrote us: "Camellia ELIZABETH that we bought from a nursery near you was absolutely worthless in our opinion. We discarded it, after trying to get good flowers off it for two years."

This same florist told us he destroyed 300 Camellias bought under the name of "SOPHIA", which were not true to name. Through Oriental duplicity, countless varieties of worthless Camellias are catalogued and sold, masquerading under assumed names, names that are as meaningless as Japanese apologies, which mean precisely nothing.

There is a staggering amount of ignorance today in the nursery trade concerning Camellias. What the average nurseryman does not know about this species of plant is monumental. His smattering acquaintance with Camellia types, forms, size of flowers, traits, color, variations, manner of flowering, history and points of each named variety, and Camellia culture, not only falls short of his own needs but leads to deception of his customers. Is it any wonder Camellia buyers are indignant when they discover they have bought choice named varieties that turn out to be merely common sorts entirely unlike what they expected?

AUTHORITIES FOR CORRECT HORTICULTURAL NAMES OF CAMELLIAS

Perhaps you would like to know where authoritative names for Camellias may be obtained. Where true descriptions, colored plates and authentic historical data on this interesting plant can be found.

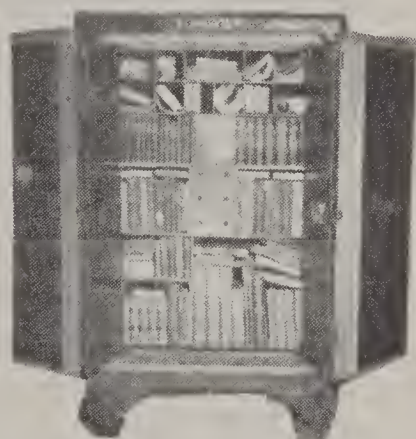
Like a doctor, lawyer or engineer, the flower lover must consult books—books written many years ago—books that are not to be found in the average public library—books, unfortunately, priced so high as to place them beyond the reach of nurserymen as well as of the average person interested in Camellias.



Turn Back The Pages of History

Here at LONGVIEW we have these books. A six-foot, fireproof safe chuck full of rare old tomes, published 90 to more than 150 years ago. They are in French, Latin, German, Italian and English, with hundreds of beautiful illustrated plates in color, showing popular Camellia flowers with historical descriptions, cultural data and other information. "If one wishes to be acquainted with the Past and Present, he must read five cartloads of books."

—Chinese Proverb.

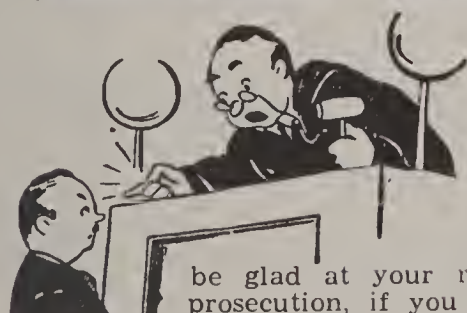


It is of no use writing to ask where you can buy such books. There is no concern that regularly lists them. We get many letters of inquiry from customers interested in Camellias who want literature on the subject. Some of them think we might lend our rare volumes out like a public library; but that would be to risk losing them or having them destroyed. Now and then you might obtain a copy of some desired volume from Europe, if you keep in touch with dealers in rare books, and cable them promptly when they list something of interest.

In 1937 there was offered for sale in England a monograph on Camellias published before 1820. We wrote seeking further information and found the volume had just been sold for \$900 to somebody in the United States. We possess the text of that particular volume but not the colored plates.

These old books on Camellias, with their accuracy of description, their remarkable and beautiful illustrated plates in color accompanying the descriptions, as compared with present-day careless nomenclature, brief and unintelligent descriptions and the confused mass of contradictions in names of varieties offered, are sufficient evidence that few nurserymen know or appreciate Camellias.

FEDERAL TRADE COMMISSION MAIL ORDER ACTIONS



be glad at your request to lend our aid in any federal prosecution, if you will furnish reliable facts showing that you have been deceived in your purchase of labeled Camellias.

The Federal Trade Commission made, this year, a new ruling with the force of law to discourage misleading statements in advertising and selling interstate. Under this rule you may bring charges against the nurseryman who has misled you. If you have bought misnamed or falsely described Camellias since June 1, 1938, we will

Hahira, Ga., 1-25-37. — "So few nurserymen know very much about Camellias. As I go about, I find them selling the same plant under different names, and I doubt that they are honest with themselves and their customers. They are like me, they just don't know."

Norfolk, Va., March 5, 1937.—"I have several Camellias purchased from a nearby nursery and find them badly misnamed, though they came originally from a nursery that has connected with it one who has written a book on the subject. "Have enjoyed your catalogues on Camellias as I feel that you are trying to be correct in your names." E.A.L.

CAMELLIAS TRUE TO NAME OR DESCRIPTION

You can depend on it that LONGVIEW Camellias are true to name and description. We offer named varieties only when we can cite a recognized authority for the names with which we label them. The Azalea and Camellia Society of American lists less than 60 true-to-name Camellias now offered commercially in this country. Yet in spite of the reliable guidance based on careful and competent investigations by this society, many nurserymen in this country still publish catalogues which altogether offer upwards of 600 named varieties of Camellias.

Don't you think King David of Old Testament fame had present-day Camellia nurserymen in mind when he wrote the 11th verse of the 116th Psalm? In case your memory fails and you haven't your Bible handy, the verse runs: "I said in my haste, all men are liars."

This leads back to our original statement. We believe Barnum was right when he said the people wanted to be humbugged. Whether Barnum was right or wrong, we believe we Camellia lovers don't want to be humbugged. So we will continue our policy of selling named varieties only when we can cite one recognized authority at least to warrant the name. We believe you want facts with the bunk pumped out or left out. We don't believe you want to deal with persons or firms who use misleading information and wild statements just to get your money.

Can you afford to take the chance of buying misnamed Camellias? Can you afford to waste your money and several years of uncertainty while growing Camellias of uncertain qualities, lacking a background of intelligent culture, continued popularity and known history when you can get the finest prize-winning varieties true to name and description at reasonable prices? Such varieties you can get at LONGVIEW.

Many of our present customers tell us they gave away or destroyed unsatisfactory Camellias bought elsewhere before they learned the quality and reliability of our stock. They bought at bargain prices only to find after years of disappointing results that their plants were of no value as free bloomers and served only as ornamental broadleaved evergreens.

All LONGVIEW Camellias are sold by lot numbers. Horticultural variety names are added only when we have more than hear-say authority for them. And because of our experience, we are harder to convince than our most exacting customer.

You will avoid disappointments by obtaining Camellias from a specialist. Growing Camellias at LONGVIEW receives our undivided attention. We have grown them since July 5, 1915.

You will never regret the money invested in "good" Camellias.

There is something alluring, enchanting about Camellia culture . . . and once the Camellia urge "gets" you . . . you will be engarrisoned against ennui.

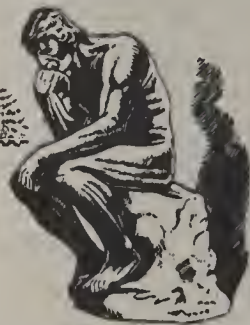
Growing LONGVIEW Camellias as a hobby brings a lasting joy . . . new thrills and renewed enthusiasm every winter . . . as each succeeding Camellia flower unfolds its petals and reveals their faultless beauty . . . floricultural masterpieces . . . brilliant, radiant gems of horticulture.



CAMELLIA CULTURE

Under Glass for Florists

by Robt. O. Rubel, Jr.



A booklet every Camellia owner needs.

Authoritative, brief, clearly written and illustrated. 48 pages. Pocket edition. Contains historical and practical culture, information unobtainable in any other book. Approved and used by eight agricultural colleges as text book.

POSTPAID \$1.00. Limited Edition. Contains essential data on soils, fertilizers, etc., for growing Camellias in the outdoor garden.

"If you wish to know the road ahead, inquire of those who have traveled it."
—Chinese Proverb.

FREE

A South Carolina Florist says:

"This book will be quoted for the next 100 years as an authority on Camellias."

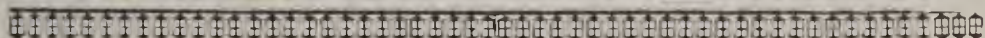
A \$1.00 copy of this important booklet on Camellia Culture sent complimentary with your initial order for Camellias.

San Jose, Calif., Aug. 5, 1936.—"I have read **CAMELLIA CULTURE** most thoroughly and am delighted with its contents, which I feel will be a safe guide for all culturists."
L.R.C.

Boston, Mass. — "You are to be congratulated for booklet, Camellia Culture, for it is so meaty and practical. I wish more authors got as much into the same space."
D.S.M.

Wilmington, Del., June 11, 1936.—"I was delighted with your book on Camellias, having wanted to obtain such information for a long time."
P.S.P.

State College, Miss., June 19, 1936.—"I have enjoyed reading Camellia Culture under glass for Florists. I feel that the subject has been covered very thoroughly and completely. This fills a need that existed for a long time, as so much of the information about Camellias has not been authentic."
R.P.C.



LOT 72, NOBBLISSIMA

One of the old but popular named varieties, introduced to commerce in 1835, illustrated and described in many early horticultural magazines and books.

This pure white double Camellia is free from geometrical stiffness in form. A double peony type, flowers 2½ to 3 inches in diameter composed of many petals and petaloids, showing golden anthered stamens among the full blown flowers.

Blooms freely November to March.

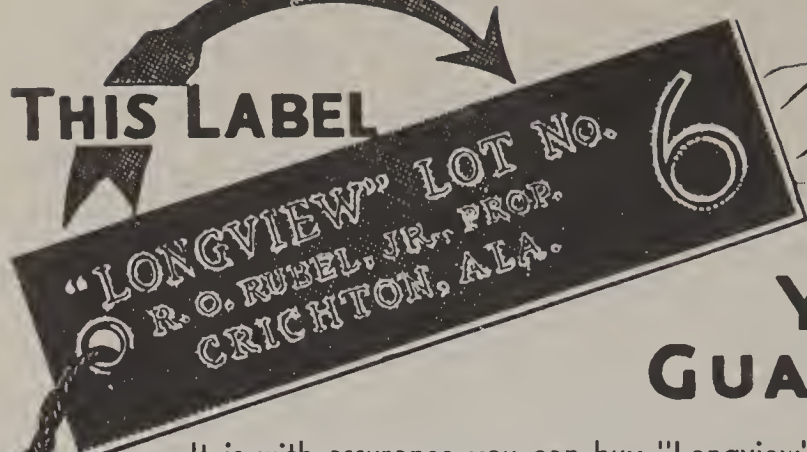
Well known on the New York flower market, having been grown by an old time florist for cut flowers for many years.

Height	Size	Pot	Propagated	Character	Each
24-30"	7½"	—	1932—	Branched, thin, few buds	\$3.50
30-36"	7½"	—	1931—	Branched, thin, few buds	4.00
36-42"	7½"	—	1931—	Branched, thin, few buds	5.00

Glencoe, Ill., Feb. 8, 1937.—"The Camellia plants I got from you a few years ago were a mass of blooms this season and were enjoyed by everybody that saw them."
MR. J.L.S.

Wilmington, N. C. Feb. 14, 1938.—"The Camellias we had from you last year arrived in good condition and are just as fine and healthy as could be. The blooms are as pretty as a picture to look at. So please send me your latest catalogue as I would like to order more."
G.J.S.

THIS LABEL



**IS
YOUR
GUARANTEE**

It is with assurance you can buy "Longview" Camellias. The embossed copper label attached to each plant, with a flexible, seven strand, genuine Monel metal wire cable, is a permanent record and means of identification.

It will serve future generations as a guide for correct identification of each Camellia.

For your protection against substitution, this label represents authority . . . authenticity . . . accuracy as to catalogue description or name, as found in "Longview" literature.

Let this symbol of permanent identification, backed by a reputation in which you can have full confidence, guide you in buying Camellias.

After all, "Longview" leadership in the propagation of fine Camellias, is nationally recognized.

Inevitably, you will buy Camellias . . . and when you do . . . choose "Longview" Camellias, the natural choice of those who have had an opportunity to see the unusually fine plants grown by America's leading specialist.



Just as diamonds are outstanding among stones, "Longview" Camellias are brilliant examples of the best Camellias in America.

Avoid disappointment by selecting Camellias from "Longview."

They are sure to satisfy you.



TERMS: Credit accounts not solicited, but arrangements can be made for the purchase on open account where orders for \$100.00 or more are involved.

All prices are net, f.o.b. Mobile, Ala.

Send deposit of 25% with order, balance C.O.D.

Orders accompanied with full remittance, will be carefully packed in light veneer cases, protected from sub-freezing weather at NO CHARGE FOR PACKING.

Prices in previous lists are withdrawn, due to increased size and age of plants offered. Please do not order from old lists.

MAKE REMITTANCES PAYABLE TO

"Longview"
CRICHTON
ALABAMA

Photographs, descriptions and design of this Price List, by Robt. O. Rubel, Jr., Camellia Specialist, Crichton, Ala.

Woodstown, N. J., Oct. 31, 1935.—
"The Camellias you sent me—well, they just overwhelmed me, their beauty, wonderful size and vigor—just too beautiful for words. Not even a leaf bruised, packed to perfection. Some day I'm going to retire to a suitable favorable locality and just live with my Camellias."
E.J.C. (A prominent florist wrote this).

Augusta, Ga.—"Many of my smaller Camellias have made 12 to 18 inches growth—all have done well except a few plants I got from Louisiana, which were improperly dug and packed, arriving bonedry. One surely appreciates your methods of packing after receiving such shipments."



茶花

LOT 29

Out of China, land of ancient culture and strange contradictions, came Camellias, CHOW FAU; flower of the Tea.

In this variety of Camellia, oriental contradictions are reflected.

"SPRING IS AS CHANGEABLE AS A STEPMOTHER'S FACE."

Old Chinese Proverb

Likewise, individual flowers of this variegated Camellia are as changeable, in form, size, color combination, number of petals and structure of flower.

Not less than four or five distinct forms and structure of blossoms, with color variations of dark red to deep pink, and white, reflects the chameleon like characteristic of this worth while winter-hardy Camellia.

One can never be certain of the form, or color combinations from season to season, until the buds unfold and reveal their exotic beauty.

Sunlight, temperature, fertility, degree of acidity in soil, represents factors influencing the variable qualities in blooms.

The graceful informality of these flowers, their ease of florescence in spite of wide temperature range, marks this as a worthwhile Camellia for southern gardens or for culture under glass.

Individual flowers 3 to 3½ inches in diameter, blooming December to March.

Height	Size Pot	Propagated	Character	Each
24-30"	5"	1934—	Slightly branched	\$2.00
30-36"	1-Gal.—	1932—	Branched, thin, few buds	3.00
36-42"	1-Gal.—	1932—	Branched, thin, few buds	3.50
36-42"	7½" —	1931—	Branched, thin, few buds	4.00
42-48"	7½" —	1931—	Branched, thin, few buds	4.50
36-42"	9" —	1930—	Well branched, budded	6.00
42-48"	9" —	1930—	Well branched, budded	7.00

Lot 61—TRICOLOR de SIEBOLDII

Introduced to Europe from the Orient in 1829, this semi-double Camellia has remained popular in commerce for more than 100 years as a winter-hardy garden variety. Also makes a distinctive conservatory plant, because of its free blooming qualities, and showy flowers. One nurseryman sells it as QUARTET, because it produces four distinct types of flowers. Last spring we find in another section of the country it is dubbed BELLE ROMANA.

These new names only add to the confusion of Camellia nomenclature. Still another local nurseryman sells a TRICOLOR, which proves to be propagated from a seedling of the old named variety, and the off-spring is very inferior to its parent.

Blooms December to March, flowers 3 to 3½ inches across, from pure white to solid red, variegated red and white, white with rose or pink stripes, represent some of the types of blossoms produced.

Height	Size Pot	Propagated	Character	Each
18-24"	7½" —	1933—	Well branched, few buds	\$4.00

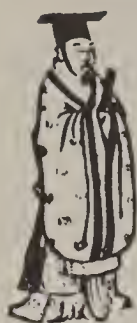


Cuthbert, Ga.—"About six years ago, I bought eight small Camellias from you. They proved to be the finest varieties I have in my extensive collection. A Thomasville nurseryman recently offered me \$200.00 for these eight Camellias, which I refused."

New Orleans, La.—"I was offered yesterday \$25.00 for my POPE PIUS IX (Lot 26) Camellia. This is the plant you sold me for \$4.40 four years ago. Looks like the value of this Camellia increased 5½ times and that my Camellia investment was the only thing to turn out 'depression proof.'"

"Longview" Crichton, Ala.

Robt. O. Rubel, Jr., Camellia Specialist



Camellia growers from far away China, Hawaii, throughout the States, Canada, Bermuda and England, voluntarily express satisfaction with their investment in Camellias from "LONGVIEW".

Visitors from Maine to California, marvel at the countless exquisite varieties of breathtaking beauty . . . not found at other nurseries.

Kochow, Kwongtung, China. — "The Camellias I ordered from you before I left here, came while I was away and two of them have bloomed this season."

Sea View, Somerset, Bermuda. Dec. 8, 1936.—"The case of Camellias arrived Monday—five days on the way. The plants are all in fine condition and I am delighted with them."

EXPRESS RATES ON CAMELLIAS FROM MOBILE TO:

EXPRESS RATE per 100 pounds on Camellias from Mobile to	
Atlanta, Ga.	\$1.99
Baltimore, Md.	\$3.41
Boston, Mass.	\$4.31
Chicago, Ill.	\$3.04
Cleveland, Ohio	\$3.30
Detroit, Mich.	\$3.19
Houston, Texas	\$2.55
Jacksonville, Fla.	\$2.29
Los Angeles, Calif.	\$7.01
Milwaukee, Wis.	\$3.15
Minneapolis, Minn.	\$3.26
New York City, N. Y.	\$3.79
Norfolk, Va.	\$3.26
St. Louis, Mo.	\$2.74
Seattle, Wash.	\$0.04

"LONGVIEW" Camellias can be shipped and transplanted any month of the year, because they are established pot grown stock.



TRANSPORTATION: Pot grown Camellias are shipped most satisfactorily by express, with delivery to your door at low cost, because they are handled at 2nd class rate.

WEIGHTS: You can estimate the approximate weight of your order from the following average weights of Camellias in the various sizes listed below:

4"	Pots	3 yr. old	2 1/4	pounds
5"	Pots	4 yr. old	4	pounds
6"	Pots	5 yr. old	6	pounds
1	Gal. Cans	5 or 6 yr. old	8	pounds
7"	Pots	6 yr. old	10	pounds
8 1/2"	Pots	7 or 8 yr. old	17	pounds
9"	Pots	7 or 8 yr. old	19	pounds

Add 20 to 25% for weight of crate.

GUARANTEE

WE GUARANTEE:

Safe delivery by express, to any state in the union.

WE GUARANTEE:

Each plant free from injurious insect pests and disease.

WE GUARANTEE:

All LONGVIEW Camellias true to name or description, age and grade ordered. Our liability under the foregoing is limited in amount to the original price received.

WE GUARANTEE:

You can not find a larger collection of fine commercial double flowering Camellias anywhere in the entire United States.

WE GUARANTEE:

You will be satisfied with every purchase from LONGVIEW.

Reference: Merchants National Bank, Mobile, Ala.

Longview

Robt. O. Rubel, Jr., Prop.
Camellia Specialist

**CRICHTON
ALABAMA**

**IMPORTANT—Address all mail to "LONGVIEW",
Crichton, Ala.**

Westways Farm, Chobham, Surrey, England. 5th June 1936.
The Camellias arrived in perfect condition—not even a single leaf damaged. These have come so well, that I would like to order others.



Camellias for
Southern Gardens



from "Longview" Crichton, Ala.
ROBT. O. RUBEL, JR. PROP.



Lot 19-

The greatly reduced illustration of this semi-double, informal red Camellia fails to portray the true form of this free blooming variety.

Petals unfold December to March. Small as well as old plants produce very compact and beautiful specimen evergreens.

Individual flowers vary in color from clear light red to deep crimson.

There is also a variation in number and arrangements of petals.

We believe this Camellia will open its buds freely in the most northern limits where Camellias can be grown outdoors. Naturally, a florescent variety for greenhouse culture under wide temperature fluctuations.

Height	Size Pot	Propagated	Character	Each
18-24"	1-Gal.—	1932—	Well branched, few buds	\$3.00
24-30"	7½" —	1932—	Well branched, budded	3.50

Suggestions Passed On

"One cannot behold beauty without a longing to create beauty—perhaps not the same as you see but in some other form which you feel more fitted. This story of the longing to create beauty is told in first one garden, then another, for it is in gardens that beauty divulges most of her secrets, and where friends exchange their secrets and experiences in the romance of growing things."

—A quotation from the year book of the
Camellia Garden Club of Columbus, Ga.



Bellingrath Gardens

"Charm Spot (of the) Deep South"

Information

There is a beauty that beggars description. That is the beauty one finds in Bellingrath Gardens,

Bellingrath Gardens is authoritatively listed near the top among the most beautiful gardens of the United States, and when you have seen them, you will not doubt!

The mocking-birds are singing for you there. The azaleas are flowering for you there. The glamor of the Live Oaks and Magnolias lives for you there. It's your fault or your misfortune if you don't have a share in this rare adventure."

For information concerning Bellingrath Gardens, inquire at any AAA office or your Tourist Information Bureau, "Ask Mr. Foster" Service or write direct to Bellingrath Gardens, Mobile, Ala., Western Union and Long Distance Telephone Service are available at Gardens. Regular round trip bus service from Mobile to the Gardens each morning and afternoon at Special Rate.

Visit Bellingrath Gardens . . .

"The lust of the eye is for beauty."
—Chinese Proverb.

NEAR MOBILE, ALABAMA



Here are some Camellia plants we have discontinued propagating. They are offered at "CHEAP" prices. Frankly, they are "punk" sorts, varieties that do not flower easily, or the blossoms are insignificant forms.

We doubt if they are bargains at any price, except for use as broadleaf evergreens.

Perhaps you will agree, too, that a bargain is never a BARGAIN, if nobody wants it. Naturally, our embossed copper labels are not placed on these Camellias, for future identification.

AUSTIL PINK, local name for a single to semi-double form insignificant flower, having stamens. Free blooming mid-season.

9" metal pots, 36-42", 8 yr. old—Each\$2.50
9" metal pots, 42-48", 8 yr. old—Each 3.00

COMPT d'GOMER, an old named variety, beautiful form, color and color markings, "IF AND WHEN" the buds open. We don't think this variety worth transportation charges. Available in 1-gal. cans, 7½" metal pots, and 9" metal pots.

Our conscience won't permit us to accept filthy lucre for COMPT d'GOMER Camellias. If you order any other Camellia plants and ask for one of these "bull-heads", it will be included with our compliments.

CANDIDESSIMA, an old named variety originating in Japan. We offer the shy-blooming strain, described in Halliday's PRACTICAL CULTURE, 1880. Heavily branched specimens, 10 years old, 36-42" high—Each\$3.00

AMERICANA, sold also as MAID OF ORLEANS, and by some nurseries called COUNTESS OF ORKNEY. Vigorous grower, sets numerous flower buds. For twelve years we have grown it outdoors and in greenhouses, with disappointing results. Very few buds develop into perfect flowers. This is one of those "DUDS" commonly called "bull-heads" or "hard-shells". The flower buds usually swell to the size of a pigeon egg, show color, and gives promise of opening, then burst at the stem end, falling off. 1-gal. cans and 7½" metal pots, 6 yrs. old, 36-42" high, branched, budded—Each—\$1.50
42-48" high, branched, budded—Each 2.00
48-52" high, branched, budded—Each 2.50

PINK IMPERFECTION, a purely descriptive name that frankly explains its poor habit of failing to open the numerous flower buds. Occasionally a flower will open, but for the one perfect flower obtained, 100 buds will not open. 8" pots, 7 years old, 36-42", well branched and set with many flower buds—Each—\$3.00
42-48", well branched and budded 3.50

SINGLE PINK, a hibiscus type winter-hardy, free blooming variety. Like all single flowering Camellias, the individual flowers do not have good keeping quality, and soon drop from the bush. 7½" pots, 5 yrs. old, slightly branched, few buds, 24-30"—Each\$1.50
30-36", slightly branched, few buds—Each 2.00

SINGLE RED, like above except for color. 24-30" slightly branched, 7" pots—Each\$1.50

SEMI-DOUBLE REDS, winter hardy, free blooming, flowers about three inch diameter. We have several types, names unknown, make nice evergreen ornamentals with plenty of color in season. Individual blossoms are not the type that win ribbons at Camellia Shows, but we can recommend them where winter color is wanted in your garden, at an economical initial cost. 1-gal. cans and 7½" metal pots. 18-24", 6 yrs old, branched, few buds—Each\$1.50
24-30", well branched, few buds—Each 2.00
30-36", well branched, few buds—Each 2.50
36-42", well branched, few buds—Each 3.00

ODDS AND ENDS

Every nursery selling Camellias probably has a few odds and ends, varieties without flower buds, and kinds that the identity is not known.

We offer "as is" healthy plants of unknown parentage, "orphans" so to speak, at prices you can afford to take a chance on getting a bargain. Some of these plants were purchased at auction from an estate. A few have bloomed this fall and proved to be outstanding novelties, and have been set aside for further propagation. We offer pot and 1 gal. cans at following low prices:

12-15" high, slightly branched—Each\$.50
15-18" high, slightly branched—Each75
18-24" high, slightly branched—Each 1.00
24-30" high, well branched—Each 1.50
30-36" high, well branched—Each 2.00

A cheap purchase is money lost."
—Chinese Proverb.

"He who sows hemp will reap hemp;
he who sows beans will reap beans."
—Chinese Proverb.

(Plant a poor variety of Camellia, and you
can't hope for rare and exotic beauty
of their flowers.)

PLACE
3c
STAMP
HERE



To

“Longview”

CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.
Camellia Specialist

U. S. A.



It's No Trouble to Pick Winners



At Flower Shows from Boston to Palm Beach . . . Coast to Coast . . . where LONGVIEW Camellias have been exhibited, they have been awarded more ribbons, cups, cash awards and Certificates of Merit, than all other competitive exhibitors.

At the nation's Capital, whether it's an Ambassador's Ball or the elite of Washington's society on parade, Camellia flowers grown on plants originating at LONGVIEW are worn in Milady's coiffeur or corsage.

At least half of all the choice

Norfolk, Va., March 20, 1937.—"Your exhibit of exquisite Camellias was the outstanding one of our Camellia Show."

MRS. E.N.G.

"Your display at Quitman, Ga., Camellia Show was outstanding and wonderful."

MRS. J.G.M.

Augusta, Ga., Jan. 30, 1937.—"I have never seen a more comprehensive collection of Camellia blooms than yours, at the Augusta Camellia Show."

H.T.C.

Columbus, Ga., March 1, 1938.—"Your exhibit at our Camellia Show was a beauty."

T.E.R.

Camellia flowers sold in the florist's trade of this country, originated from LONGVIEW plants.

For rare and distinct Camellias . . . one naturally turns to a specialist, where hundreds of superior varieties are available.

There is rapture in the freedom of florescence of the Camellias offered in this list.

Mere words cannot possibly convey the deep and enduring pride of owning a collection of LONGVIEW prize-winning Camellias.



Houston, Texas, Feb. 22, 1938.—"Your exhibit of Camellia flowers at the River Oaks Country Club Camellia Show was the loveliest in the entire show." H.J.
Arlington, Fla., Feb. 10, 1938.—"Your display at the Jacksonville Camellia Show was the finest there and the rarest varieties. All your literature is carefully kept and followed with the result that our State Inspector says: 'Your Camellias are the healthiest in this section.'" GARDEN CLIFF NURSERIES

For your convenience, this coupon can be cut and pasted on a one-cent postal card or sent in a sealed envelope

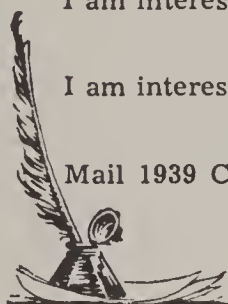
Send additional catalogues when published.....

I am interested in outdoor garden varieties.....

I am interested in greenhouse varieties.....

I am interested in new and rare varieties.....

Mail 1939 Calendar when issued (free).....



Remarks

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PRICE LIST NO. 77

10c each, post paid—stamps acceptable

Name..... Mr. Mrs. or Miss. Please Print Name or Write Plainly

Street.....

City and State.....

Address all Inquiries and Orders to

Longview

Robt. O. Rubel, Jr., Prop.
Camellia Specialist

Crichton, Ala.
U.S.A.

February 1, 1938.—You had a wonderful exhibit at Pensacola, Fla., Camellia Show last week. It was the highlight of the Show. (Awarded blue ribbon).



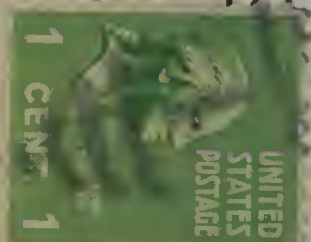
AFTER FIVE DAYS RETURN TO

"Longview" Crichton, Ala., U. S. A.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

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